

UNIVERSITY MICROFILMS
313 NORTH FIRST ST.
ANN ARBOR, MICH.

july 1957

50¢ per copy \$3 per year

manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

Packaging	p. 17
Southwest Georgia	p. 33
SASI History	p. 49
Industrial Expansion	p. 57
New Plant Report	p. 58



Harvey S. Firestone, Jr. takes a look at the South. See page 12.

A CONWAY PUBLICATION EST. 1882



SSIRCO has the longest reach in the industrial South

From Richmond to Miami, Memphis to Savannah—SSIRCO's nine completely stocked metals warehouses form a supply network unmatched in the industrial South. These nine distribution centers place SSIRCO within reach of every industrial metals supply problem you may face. Industrial metals of every description and in any quantity are strategically located in over ten acres of warehouse area to serve your metals requirements, large or small, today.

Each warehouse stock includes ample inventory of aluminum mill products, steel, copper and stainless steel. Metal slitters, shears, decoilers, roll formers, corrugaters and plate saws are also strategically located to enable SSIRCO to give you complete metals service and supply. One call will place a one-stop source of supply at your service.

Call your nearest SSIRCO warehouse today for fast and accurate delivery on your metals requirements. You will find SSIRCO's long reach in the industrial South an advantage you can use profitably.

ALUMINUM MILL PRODUCTS

- sheet • plate • coil
- extruded architectural shapes
- screw machine stock
- structural angles and channels
- rods • bars • tubing • pipe
- cast aluminum tooling plate
- aluminum tread plate
- gas and instrumentation tubing
- fasteners

STEEL FLAT SHEETS

- galvanized • cold rolled
- hot rolled • paint grip



COPPER SHEETS & FLASHING

- soft • cold rolled

INDUSTRIAL BUILDING PRODUCTS

- heavy gauge aluminum and steel roofing and siding & accessories
- fiberglass panes and panels
- seamless terne roofing
- glass fiber industrial insulation
- aluminum and galvanized nails
- plywood • asphalt products

STAINLESS STEEL

- sheet • plate • strip
- rod • bar • angle
- pipe • tube • fittings

NINE WAREHOUSES IN THE HEART
OF THE INDUSTRIAL SOUTH

Southern States Iron Roofing Co.

Our 43rd Year

GENERAL OFFICES—ATLANTA, GEORGIA

Atlanta, Georgia
Birmingham, Alabama
Louisville, Kentucky
Memphis, Tennessee

Miami, Florida
Nashville, Tennessee
Raleigh, North Carolina
Richmond, Virginia
Savannah, Georgia

Manufacturers record

NEWSMAGAZINE OF SOUTHERN
SCIENCE AND INDUSTRY—EST. 1882

Volume 126 July 1957 Number 8



issued monthly, except semi-monthly in May (13 issues a year), by Conway Publications. Editorial and business office, Conway Building, North Atlanta 19, Ga. Publication office, 109 Market Place, Baltimore 2, Md. Official publication of the Southern Association of Science and Industry, Inc.

H. McKINLEY CONWAY, JR.
Editor and Publisher
JOUETT DAVENPORT, JR.
Managing Editor

J. W. Pruett, Jr. Art Director
Josie Lucchese Editorial Asst.
Quentin Anderson Editorial Asst.
Beth Friedman Chief Researcher
Guy H. Tucker Adv. Research Dir.
John B. Breaux Marketing Consultant
Carol B. Watson Adv. Asst.
Sadie Kelly Adv. Asst.
Jack Horowitz Circulation Mgr.
Joyce Langley Circulation Asst.
R. K. Conway Business Mgr.
Elizabeth Edwards Business Asst.
Helen Harper Business Asst.
Marian Runnels Edit. Asst.

OFFICES AND REPRESENTATIVES

BALTIMORE — Harold L. Sorrell, Production Manager, 109 Market Place, Tel. Lexington 9-7065.

CHICAGO — Harley L. Ward, Inc., Advertising Representatives, 360 N. Michigan Avenue, Tel. Central 6-6269. Douglas H. Donohoo and Ed Crilly, Representatives.

LOS ANGELES — Duncan A. Scott & Company, Advertising Representatives, 2978 Wilshire Boulevard, Tel. Dunkirk 8-4151. Peter Schulz, Representative.

NEW YORK — A. B. McClanahan, Advertising Representatives, 295 Madison Ave., N. Y. Tel. LExington 2-1234.

ORLANDO — Charles Layng, Associate Editor and Executive Representative, 714 Oak Avenue, Tel. 2-3244.

SAN FRANCISCO — Duncan A. Scott & Company, Advertising Representatives, Penthouse, Mills Building, Tel. Garfield 1-7950. Cyril B. Jobson, Representative.

WASHINGTON, D. C. — Caldwell R. Walker, Washington Correspondent and Associate Editor, 2415 E. Street, N. W., Tel. District 7-3727.

A subscription to **MANUFACTURERS RECORD** is included in the dues of all members of SASI. The subscription rate for libraries or non-members is \$3 per year in the U.S.A. and possessions, \$4 to other countries. Single copies 50¢, back numbers \$1. Entered as second class matter at Baltimore, Md. under the act of March 3, 1879.

Subscribers to the **RECORD** receive without additional cost the annual **SOUTHERN INDUSTRIAL DIRECTORY** and the **BLUE BOOK OF SOUTHERN PROGRESS** when issued. Other Conway Publications include **INDUSTRIAL DEVELOPMENT**, the national magazine of area analysis and business site selection, and the **SITE SELECTION HANDBOOK**. All correspondence should be addressed to Conway Publications, North Atlanta 19, Ga.

Guaranteed minimum circulation 10,000 Copies
Copyright 1957 by Conway Publications

QUALITY

without question

DIXISTEEL

TRADE MARK

BARS AND SHAPES

The name DIXISTEEL may be new to you, but to many of our customers it is as well known and respected as the word *sterling* on silver.

There is never a question about quality when the bars and shapes you buy bear the name DIXISTEEL.

From molten steel to finished products every operation is checked and re-checked by metallurgists, chemists and specialists, to make sure of proper physical characteristics, finish and tolerance.

Specify DIXISTEEL bars and shapes—plain or galvanized—and be sure of the finest quality.



Atlantic Steel Company

P.O. BOX 1714 • ATLANTA 1, GEORGIA
TRinity 5-3441

shaves cost...



**U.S.
PIPE**

FOR WATER, SEWERAGE AND

saves time

More lengths laid per man hour...
more elbow room on your estimates when you
use "Tyton Joint" pipe.

Even more important, this new joint is as
dependable as it is fast. A specially
designed rubber gasket...only accessory needed
...fits into the bell of the receiving pipe.
The inserted pipe slides in easily, compresses
the gasket and makes a bottle-tight
permanent joint.

No bell holes. No weather worries...
"Tyton Joint" can be laid in a wet trench or rain.
And so easily even a green crew becomes
expert quickly.

For more speed, simplicity, dependability
in pipe laying—all along the line—get
the facts on "Tyton Joint." Call or write today.

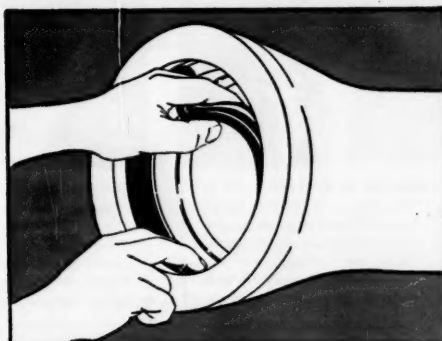
U. S. PIPE AND FOUNDRY COMPANY
General Office: Birmingham 2, Alabama

A WHOLLY INTEGRATED PRODUCER FROM MINES
AND BLAST FURNACES TO FINISHED PIPE

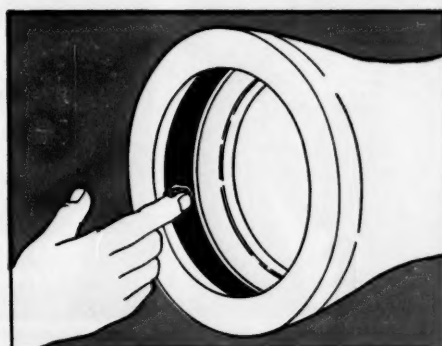
INDUSTRIAL SERVICE 

TYTON JOINT

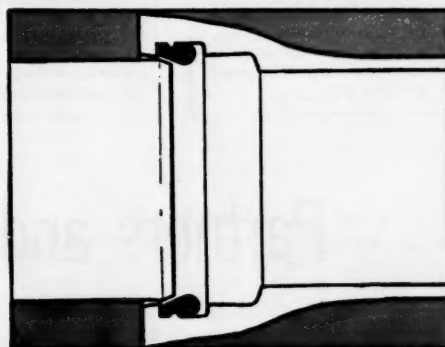
ONLY FOUR SIMPLE ACTIONS



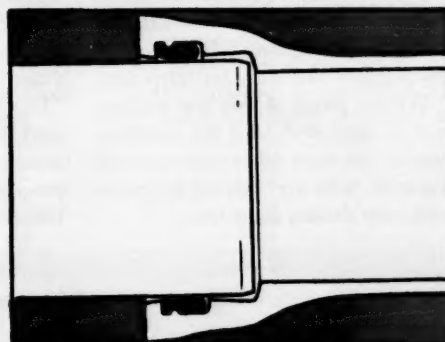
Insert gasket with groove over bead in gasket seat



Wipe a film of special lubricant over inside of gasket



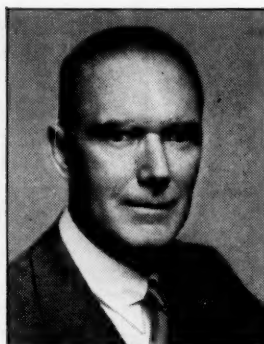
Insert plain end of pipe until it contacts gasket



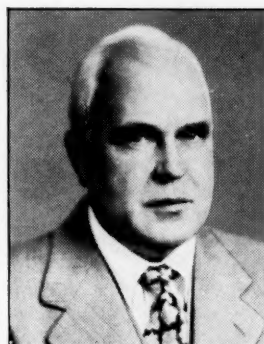
Force plain end to bottom of socket . . . the job's done!



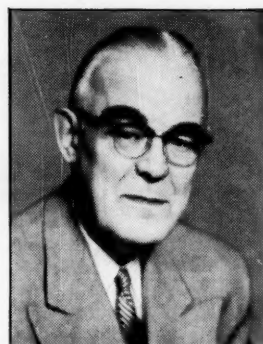
WALTER H. BRATTAIN. One of three winners of the 1956 Nobel Prize in Physics for investigations on semiconductors and the invention of the Transistor, the tiny device which has created a new electronic era in communications.



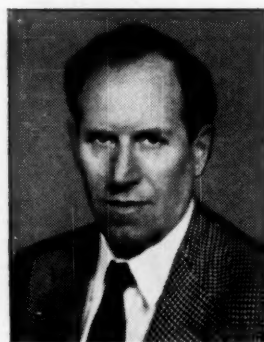
H. F. DODGE. Awarded Shewhart Medal by American Society for Quality Control, for original contributions to the art of statistical quality control—used by Western Electric in making millions of items of telephone equipment.



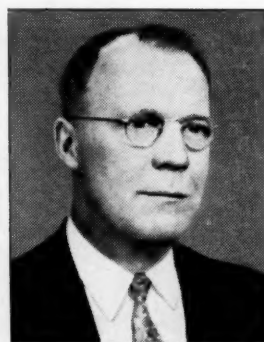
H. T. FRIIS. Awarded Medal of Honor, Institute of Radio Engineers and Valdemar Poulsen Gold Medal, Danish Academy of Technical Sciences for important work in application of short and ultra-short radio waves.



AXEL G. JENSEN. David Sarnoff Gold Medal, Society of Motion Picture and Television Engineers, for technical contributions to television; Hagemann Gold Medal for Industrial Research, Royal Technical College, Copenhagen.



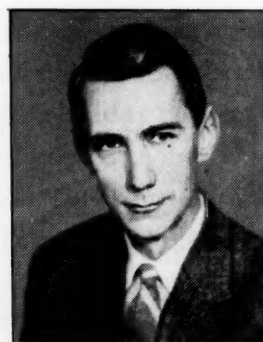
R. KOMPFFNER. Awarded Dudell Medal by the Physical Society of England for his original work on the traveling wave tube. This new amplifier makes it possible for long distance microwave highways to carry more telephone conversations and TV programs simultaneously.



WARREN A. HARRISON. Awarded the Tompion Gold Medal, Worshipful Company of Clockmakers of the City of London, for pioneer work on quartz crystal oscillators as precision standards of time. This control of electrical vibrations is used to send many voices over the same telephone line.



W. G. PFANN. Awarded the Mathewson Gold Medal by the American Institute of Mining and Metallurgical Engineers for discovery of and pioneering research in zone melting. This provides the extraordinary purity of silicon and germanium needed in the manufacture of transistors.



CLAUDE E. SHANNON. Awarded the Stuart Ballantine Medal by the Franklin Institute for contributions to a comprehensive theory of communication. This greatly illuminates our understanding of how communications systems handle information. It points to new ways to improve service.

Partners and Pioneers in Progress

On this page are some of the Bell Telephone Laboratories scientists and engineers who have been honored recently for outstanding achievement in the sciences that bear on telephony.

We are proud of this fine recognition of their work and the contributions of the many other engineers and scientists who are helping to make telephone dreams come true.

For always there have been dreams and high hopes in the telephone business. Growth begets growth. Research reveals new vistas. The words of thirty years ago are even more true today. "The future of the telephone holds forth the promise of a service growing always greater and better and of a progress the end of which no one can foresee."

A considerable part of that prophecy has been fulfilled. But great as the progress has been, there is still greater progress to come.

Never have there been so many opportunities for wholly new developments in telephone service and so much well-rounded research to put behind them. All that has been done is just the beginning.

Working together to bring people together . . . **BELL TELEPHONE SYSTEM**



The rapid economic growth and general improvement which has characterized the South during recent years has, fortunately, been fairly well distributed over the entire region.

However, for various reasons peculiar to given areas, certain sections of the South have enjoyed faster development than others. Thus, there remain certain underdeveloped areas which now may be regarded as the places with unusually good possibilities for growth in the future.

Such an area is the Southwest section of Georgia which obviously has a good long-term potential for industrial expansion. One reason this is true is that the region has been hard hit by the current agricultural programs and, as a result, must devote particular effort to the acquisition of industry. A second reason for a feeling of optimism about the area is that continuing development of the rivers in Southwest Georgia offers new opportunity for those industries which require process water and transportation by water.

We had the opportunity recently of making a flying trip to several points in that part of Georgia to gather material for the story which appears in this issue of MANUFACTURERS RECORD.

Our bird's eye view of the area showed flat to gently rolling country which is typical of land areas all across the Deep South. The section is rich in timber, is well watered, has excellent climate the year around, is dotted with progressive cities and towns, has extensive human resources, and plenty of room for new developments of all kinds.

The results they achieve in the future will bear watching and may well serve as a good example for comparable areas in other states of the South.

The Tax Question

E. I. du Pont de Nemours & Company has just published a highly informative and pointed new booklet entitled, "The Story of Taxes." Discussing the problem of taxes literally from their origin to today's complex tax structure, the booklet is full of illustrations covering the growth of taxation through the ages.

This is the thought-provoking foreword in the publication:

"Throughout his long history, man has labored mightily and unhappily to find a satisfactory formula for levying taxes.

"Many approaches have been advanced. Some were high-minded if unproductive; some proved so destructive to human effort that they were speedily abandoned. Too many followed the cynical line of Louis XIV's cold-eyed minister Colbert, who defined taxation as 'the art of plucking a goose in such a way as to produce the largest amount of feathers with the least possible squawking.'

"Actually, falsehood and deception accomplished little, for in the end the burden must be borne by all segments of the population. The real question is simply that of gathering taxes with the least possible restraint upon the strength, the vitality and the prospects of the country's economy.

"In the U. S. today it is obvious that substantial assessments against the national income must be made toward those ends which can be met only through taxation. If those ends are to be achieved, our future tax structure must encourage, rather than retard, individual accomplishment; it must sustain, rather than handicap, the creative forces which have produced so abundantly.

"Tax requirements must be filled without paralyzing our economic advance or restricting our opportunities. For only in this way can the United States discharge its responsibilities before the world and fulfill the broad natural aspirations of its people."

This is the challenge that has existed for a long time and one that continues to face the nation's lawmakers. Businessmen, through intelligent and constructive thinking, can help stimulate moves toward more equitable and reasonable taxation.

Oklahoma's Anniversary

The State of Oklahoma is to be congratulated for the outstanding series of events it staged in connection with its fiftieth anniversary. A special highlight of the Semi-Centennial Exposition, which ran from June 14 through July 7, was the symposium on science, technology and education which was held June 17.

On the panel for this event were twelve of the world's outstanding scientists and research administrators, including three from foreign countries, and these men produced one of the most provocative intellectual presentations to be held in the United States this year.

The symposium was given by the Frontiers of Science Foundation of Oklahoma, Inc., in cooperation with the American Institute of Physics and the National Science Foundation.

D. A. McGee, chairman of the board of the Frontiers of Science Foundation, did an excellent job with his leadership in bringing together these leaders who have played such important parts in the nation's scientific advancement.

Atomic Energy

The peaceful application of nuclear energy is receiving strong impetus from the electric utility industry as well as other companies, and the future promises power developments far beyond the fondest dreams of a few years ago.

An interesting discussion on progress in the application of atomic energy to the generation of electric power was given in a speech recently by H. J. Scholz, chairman of the board of Southern Services, Inc., before a conference of Southeastern Association of Railroad and Utilities Commissioners at Biloxi, Mississippi.

Mr. Scholz told the group that the private utilities and other firms interested in nuclear power in the United States "are proceeding in an aggressive but orderly manner toward the development of nuclear power on an economic basis."

He continued: "In other countries having less abundant natural resources, rapidly increasing power loads have forced the development of atomic power along lines which would not otherwise be justified there and which are not justified here.

"Progress will be greatest, not from building as many reactors as possible but rather from the careful design and construction of a few full scale types from which greatest knowledge per dollar spent may be attained. From the experience gained from a few reactors constituting the 'first generation' there will be derived the know-how to build more successfully the more numerous 'second generation' of reactors.

"In this country," he concluded, "all we need is a cooperative legislative attitude toward the liability question and freedom from compensation with government power in the nuclear field..."

—J. D.

How to tell

INDUSTRIAL SOUND FILMS, INC

OFFICES AND REPRESENTATIVES: BALTIMORE — BIRMINGHAM — CHICAGO — DALLAS
ORLANDO — SAN FRANCISCO — WASHINGTON

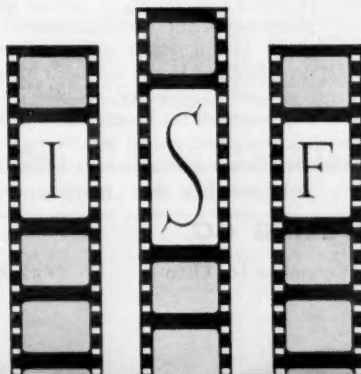
your story

If you have something to say to anybody—your customers, your employees, prospective personnel, trainees, people in general—there is no better way to say it than through the medium of the motion picture. Facts can be made acutely interesting. Drama develops your theme. Action intensifies the scope of your story. Your message can be alive, penetrating, memorable. Industrial Sound Films, Inc., an organization specializing in the complete production of full color motion pictures for industrial and commercial enterprise can serve you in this rewarding field.

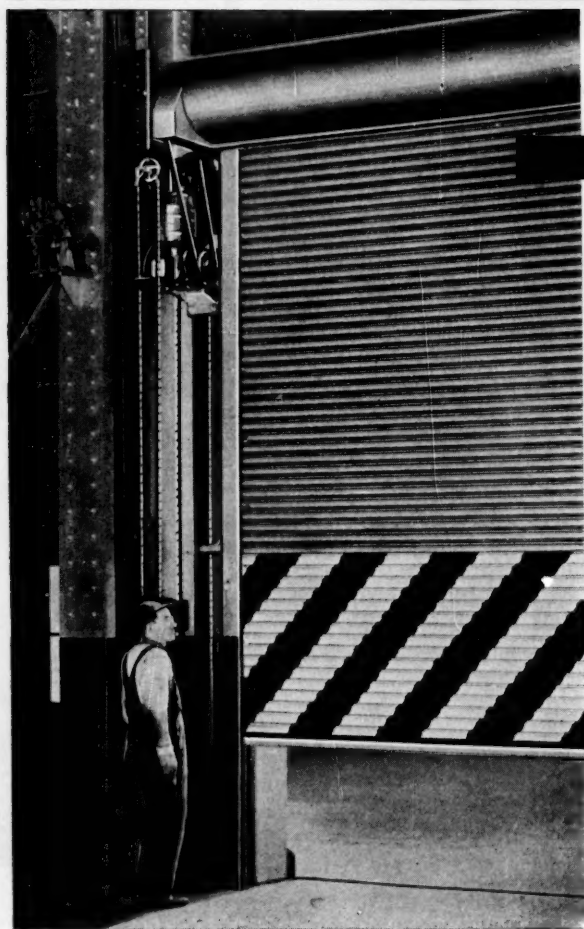
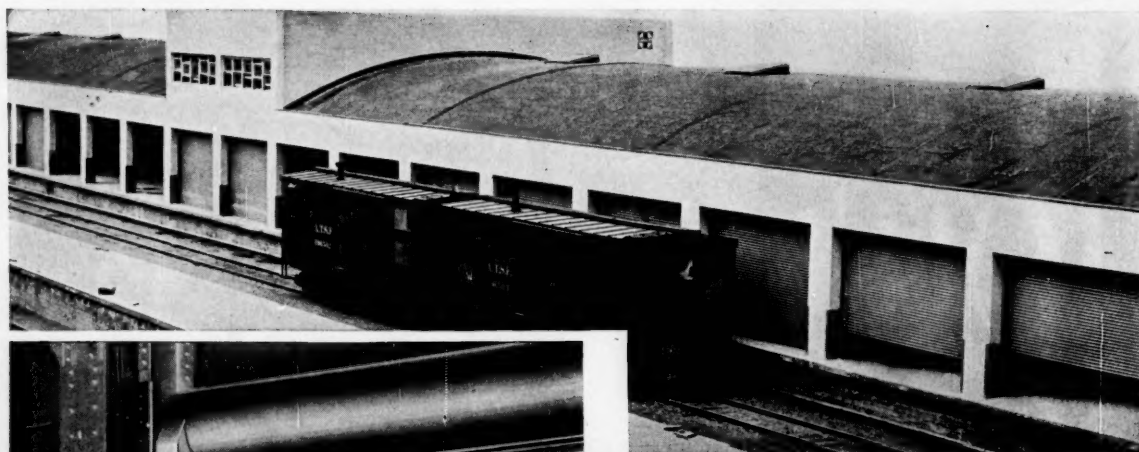
We invite your inquiry, and will be glad to discuss fully with you, without obligation, the feasibility of a film in the interests of your organization.

INCORPORATED

LOS ANGELES — NEW YORK



**CONWAY BUILDING
N. ATLANTA 19, GA.**



Kinnear Steel Rolling Doors

**Doors open straight upward ...
no space wasted anywhere**

**Maximum protection from
weather, intrusion, vandalism**

**Heavy zinc coating for
lasting weather resistance**

**Neat appearance harmonizes
with any type of architecture**

You get maximum protection *plus* high efficiency in Kinnear Rolling Doors. Coiling freely above the doorway, they open completely out of the way. No floor, wall or ceiling space around the opening is sacrificed. Kinnear Doors never get in the way of close-by windows or lighting fixtures. Hoist rails, conveyors, structural members, materials or equipment can be placed for maximum advantage without hindering door action.

For long rust-free protection, the

rugged, interlocking slats in the Kinnear door curtain are heavily galvanized (1.25 oz. pure zinc per sq. ft.—ASTM standard). In addition, Kinnear's Paint Bond, a special phosphate application, assures quick, thorough, lasting paint adhesion. Kinnear Rolling Doors are built any size—always engineered to the special requirements of a specific opening. Manual, mechanical (crank or chain) or electrical operation available. Control switches for power-operated

doors can be placed at any number of convenient spots. For long, low-cost, low-maintenance service, Kinnear Rolling Doors are the preferred answer to every door need. *Write today.*

Saving Ways in Doorways
KINNEAR
ROLLING DOORS

THE KINNEAR MANUFACTURING CO.

FACTORIES: 1600-20 Fields Avenue, Columbus 16, Ohio

Offices and Agents in Principal Cities

1742 Yosemite Avenue, San Francisco 24, California

DIRECTED BY

Richard Edmonds...1882-1930
Frank Gould1930-1943
William Beary ...1943-1955
McKinley Conway...1956

MANUFACTURERS RECORD

(IN REVIEW)



JULY 1884

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

Manufacturers' Record Moves

About six months ago the necessity for more room forced us to move the office of Manufacturers' Record, and we secured quarters in the Maryland Building, corner Post-office avenue and Second street, which we thought would afford ample room for some years. The rapidly growing business of the paper, however, and the consequent necessity for additional force and more office room, have made necessary another removal, and we have fitted up offices in the building 71 and 73 Exchange Place, corner Commerce street, where the Manufacturer's Record will hereafter be located.

Manufacturing News

The success of the Maryland Whitewash Co. has been very satisfactory. Since the beginning of the manufacture of this article the demand has increased to such an extent as to compel them to enlarge their quarters, and they have taken the large three-story building adjoining the one formally occupied. A fine business has been built up on the real merit of the article manufactured. The orders received have been from all parts of the South, and the local trade is on the increase.

Messrs. L. P. Clark & Sons, manufacturers of hydrants and closets, report their business as on the increase. The large amount of building going on has given them a boom.

Mr. Wm. R. Emerson, general agent of the Birdsall Co., has received, during the past week, a large number of orders for engines, saw mills, and threshers separately, and also for complete outfits. The farmers are sending in favorable testimonials, and all say the Birdsall is undoubtedly the best. The traction engine, which has attracted so much attention from the first, is building up a large and profitable trade on its own workmanship, durability, and capability of doing what is guaranteed for it. In the States where Mr. Emerson operates, the machinery he has sold has given such entire satisfaction as to insure other sales.

Mr. F. H. Folsom, millwright and mechanical engineer, has removed from No. 18 East Falls avenue to the large warehouse No. 48 S. Frederick street. Owing to an increase in his business he was compelled to secure more room, and he announces that he is now prepared to contract for all classes of new and repair work, such as constructing of new mills, additions to old ones, etc., etc. His business has been very good during the past two months, and is still on the increase.

Mr. John B. Adt, machinist, N. Holliday street, is making two granulators and hoisting apparatus for firms in North Carolina. He has a large amount of miscellaneous repair work on hand.

Messrs. Jackson & Tyler have just taken

the agency for the well-known Worthington Steam Pump, which is being used for all purposes, such as feeding boilers, house supply, etc. It has given satisfaction whenever used. Every pump, whether new or after being repaired, is fully tested under various conditions of speed and pressure before being delivered from the manufactory. Any further information as to cost, etc., will be cheerfully given by the above firm.

Messrs. Dufur & Co., manufacturers of wire railing, Howard street, have their order book well filled with orders for this city and the South. They have built up an extensive business in the South. During the past six months they have been pushed to complete the orders for present and future delivery.

Hardware Report

The hardware market is moderately active, with buyers showing more disposition to take hold. In prices there have been no changes of importance. The outlook is considered favorable for a good healthy fall trade, though great activity and high prices are not looked for.

The demand for nails is light, with prices nominally at \$2.35.

Manufacturers' Gazette

The editor Boston Manufacturers' Gazette

complains that we misquoted him in saying: "The Manufacturers' Gazette, of Boston, claims that the Southern cotton mills employ nearly two operatives to one in the New England mills on the same kind of yarn and goods."

And states that

"Just what the Manufacturers' Gazette did say was this: The nine mills above represented show the fact that nearly double the operatives are employed per thousand spindles as in the Northern mills upon the same general goods."

It was not, of course, our intention to misrepresent the Gazette, and we willingly make the correction. Perhaps it would be well to say that a correction was made last week, but, owing to an oversight on the part of printer, was omitted from the paper.

Georgians Coming

At the invitation of the East Tennessee, Virginia & Georgia Railroad Co., there will be an excursion of Georgia editors to Baltimore during the latter part of July. In view of the intimate business and social relations between Baltimore and Georgia, we think it would be well for our merchants to make some special effort to entertain our Georgia visitors.

FLOURING

MILLS.

BUHRS 1774.

Established 1774.

ROLLS 1882.

This Company owns and operates three Mills, as follows:

Patapsco Mill A, Ellicott City, Md. Patapsco Mill B, Baltimore, Md.
Patapsco Mill C, Orange Grove, Md.

—Having a daily capacity of 1,500 barrels.—

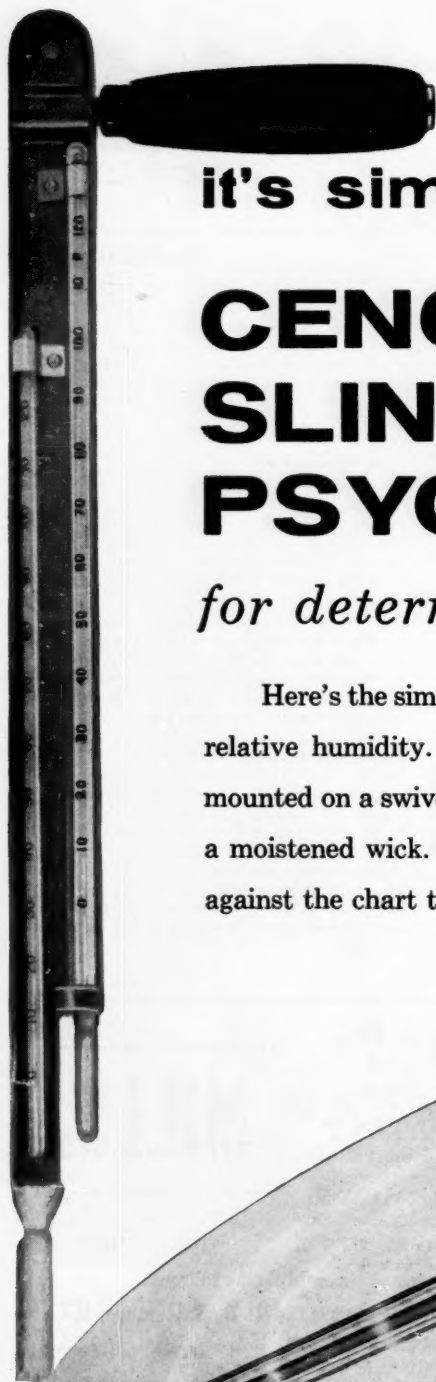
The value of Flour depends on the proportionate quantity of Gluten, Starch, Sugar and Phosphate of Lime Maryland and Virginia Wheat, from which our Patent Roller Flours are manufactured, is unequalled for its purity and superior quality of allible properties.

ASK YOUR GROCER FOR

Patapsco Superlative Patent. Patapsco Choice Patent.
Patapsco Family. Cape Henry Family.

Patapsco Extra. North Point Family. Chesapeake Extra.
Bedford Family. Orange Grove Extra.

C. A. CAMBRILL MFG'G CO.
Office, 32 Commerce St., Baltimore, Md.

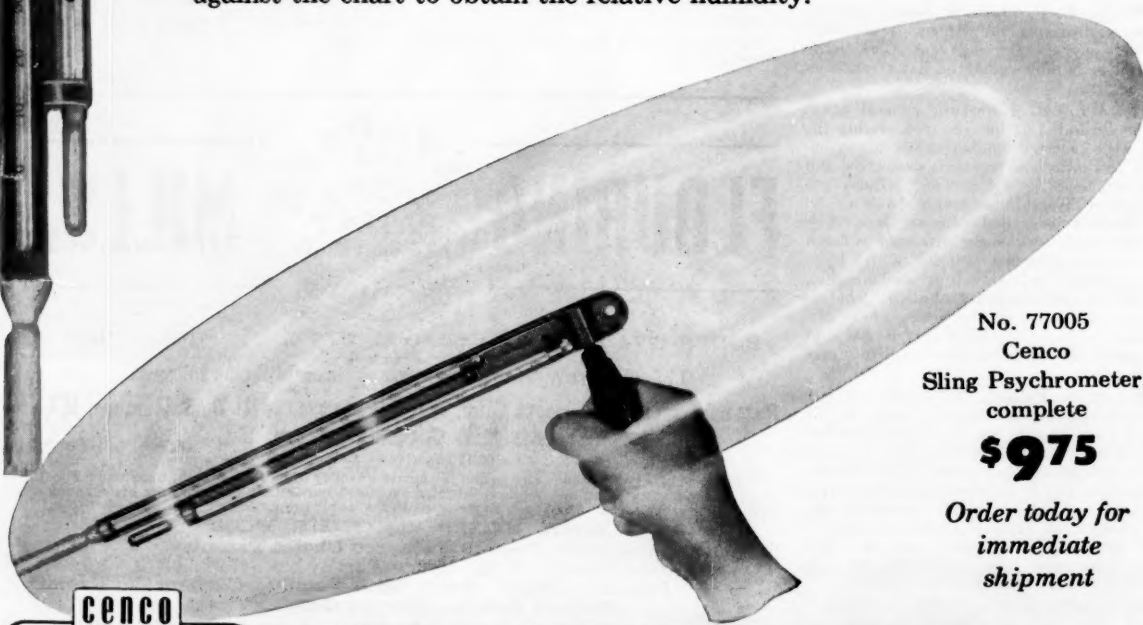


**It's fast . . .
it's simple . . . it's accurate**

CENCO SLING PSYCHROMETER

for determining relative humidity

Here's the simplest yet one of the most effective means of determining relative humidity. The unit consists of wet and dry bulb thermometers mounted on a swivel handle. The bulb of one thermometer is covered with a moistened wick. Simply whirl the unit rapidly and check the readings against the chart to obtain the relative humidity.



No. 77005
Cenco
Sling Psychrometer,
complete

\$975

*Order today for
immediate
shipment*



CENTRAL SCIENTIFIC COMPANY

3232 West Eleventh Ave., North • Birmingham 4, Ala. • Phone: 54-2433

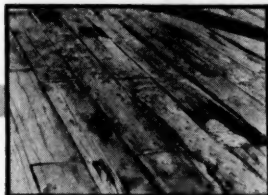
Branches and Offices—Chicago • Mountainside, N. J. • Boston

Central Scientific Co. of California—Santa Clara • Los Angeles

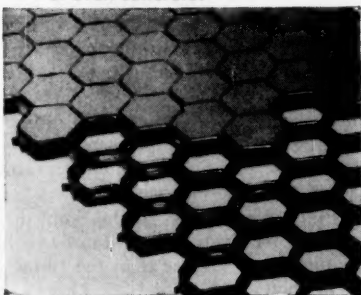
Refinery Supply Company—Tulsa • Houston

Central Scientific Co. of Canada, Ltd.—Toronto • Montreal • Vancouver • Ottawa

DO RUTS AND POTHOLES RUIN YOUR PLANT FLOORS?



The small hard wheels of heavy loaded fork lift trucks, hand trucks and impact from heavy falling objects often ruin industrial floors made of wood, asphalt or even concrete.



"Gridsteel" can take heavy abuse. It is made of steel bars on edge, joined together in a hexagonal mesh pattern. Steel takes the wear. No potholes or ruts can form because any crack which might occur in the fill cannot spread beyond the area of a single steel mesh.

Write today for complete information.
Ask for catalog on
"Gridsteel" floor armor.



Manufacturers of Riveted, Welded,
Pressure-Locked Gratings in
Steel, Aluminum and other metals.

"A Fitting Grating
for Every Purpose"

IRVICO

IRVING SUBWAY GRATING CO., Inc.
Originators of the Grating Industry

Offices and Plants at
5031 27th St., LONG ISLAND CITY 1, N. Y.
1831 10th St., OAKLAND 23, CALIFORNIA

LATE NEWS HIGHLIGHTS

WILMINGTON, N. C. Allied-Kennecott Titanium Corporation will build a \$40 million plant for titanium forgings and billets here. The corporation is owned in equal shares by Allied Chemical & Dye Corporation and Kennecott Copper Corporation. Allied-Kennecott will concentrate on the civilian market along the Atlantic seaboard, rather than on sales to the military.

PENSACOLA. The St. Regis Paper Company will double its southern kraft paper capacity when its new thousand-ton-a-day paper machine begins to run at Jacksonville later this month. The Jacksonville plant now has a capacity of 65 million tons a year.

CUMBERLAND, MD. The Baltimore & Ohio Railroad is building a multi-million dollar yard here. The yard is equipped with the latest electronic car classification devices.

ENID, OKLA. William Rousseau, Vice President of the Badger Manufacturing Company of Cambridge, Mass., has announced that his company will build a 1430 bbl./day hydrofluoric acid alkylation unit here, for the Champlin Oil and Refining Company of Fort Worth, Texas. The plant, costing approximately \$1.9 million, will license the Phillips Petroleum Company process.

WINDER, GA. A recent expansion at Rohr Aircraft Corporation's assembly plant here will more than double its size and work force. The expansion will require 100 workers by mid-September, and another 20 persons have been hired in the past months as trainees to prepare for expanded assembly work in August and September.

NEW ORLEANS. The Royal St. Louis Company has announced that it will construct a \$6 million new hotel in the French Quarter here, on the site of the historic old St. Louis Hotel. The new hotel will have 350 rooms, and will be ready by 1959.

BALTIMORE. The Western Maryland Railway is spending \$7 million in new facilities at its Port Covington dock here.

ORLANDO. The Borden Dairy Company has announced plans to build a bottling plant here. Costing \$1 million, the new building will have 50,000 square feet of space.

BIRTANK



STANDARD OF QUALITY

Serving industry since 1923

BIRMINGHAM TANK COMPANY BIRMINGHAM ALABAMA
DIVISION OF THE INGALLS IRON WORKS COMPANY P. O. Box 1490 Telephone 4-3301

A LOOK AT THE SOUTH



By Harvey S. Firestone, Jr.

*In this article, written
exclusively for
Manufacturers Record,
the Chairman of
Firestone Tire & Rubber Company
reviews the South's
progress and its
opportunities for the future*

The economic history of the South is being written at a pace faster than that of the rest of the country. A new chapter, begun when World War II ended, reveals steady growth of a substantial nature at a rate ahead of the national average. I am certain that this progress, perhaps accelerated, will continue into the future provided the conditions which contributed so greatly to it remain relatively constant.

A study of economic indexes and our own experience in the South substantiate these statements. It is therefore interesting to look at a few basic figures which show where an area stands and the direction in which it is headed.

The dynamic pulse beat of the South is no more clearly to be seen than in the cost figures on new construction. In 1947 \$2,935,300,000* was spent in the South on all its new construction. In 1952, only five years later, \$6,723,200,000 was expended for the same purpose. The increase here is 129 per cent, which is about 33 percentage points higher than the comparable national figure.

Figures on various other phases of industrial activity are equally encouraging. The number of manufacturing establishments in the South increased 25.5 per cent between 1947 and 1954. The increase nationally was 19.6 per cent.

*All figures refer to Virginia, North Carolina, South Carolina, Georgia, Florida, Louisiana, Alabama, Mississippi, Kentucky, Tennessee and Arkansas.

During the same period, the number of employees in manufacturing plants in the South went up 15.5 per cent while the increase in the United States was 9.7 per cent.

Agricultural indexes, while indicating areas open to improvement, do at the same time reveal encouraging gains in the recent past.

Since World War II, the South has scored a relatively greater improvement in farm cash income than the country as a whole.

Like many industries, southern agriculture has diversified its products. This is excellent insurance against the risks taken by any large area when its livelihood depends to a great extent on a one or two crop economy. Of equal importance, successful diversification means higher income.

A continued nationwide expansion in economic activity, with its resultant high level of employment, and the certain growth of our population are the keys to further economic improvement. These should result in relatively heavier demand for the crops in which the South specializes.

In the rise and fall of per capita personal income lies the economic status of the individual. And in the case of the South this index shows that between 1947 and 1955 personal income rose 48 per cent compared with a rise of 40 per cent for the country as a whole.

The increase during the period 1948-55 in buying income, on a family basis, was 32 per cent. The national average increase was 27 per cent.

Total retail sales in the South in the

1948-55 period rose 66 per cent while the U. S. index showed a 58 per cent increase.

These broad gauges of individual and family economic activity are reflected on a narrower scale, in terms of sales of replacement tires, tubes and accessories. The South accounted in 1947 for 18.6 per cent of nationwide sales in these categories. By 1955, the South's share had risen to 20.9 per cent. And, during the same period, while the country's tire business went up 71 per cent, the tire business in the South rose 92 per cent.

All these indexes point to progress on a wide scale. And in them can be traced a rise in the standard of living of individual Southerners, upon whose economic well being the structure of prosperity must be erected.

SOUTHERN MARKET

There are other statistical tables which tell a story of progress in terms of motor vehicle registrations, the consumption of electrical power, wholesale sales, and many other categories. One, in which I am understandably interested, is the progress and growth of Firestone in the South.

Twenty-five years ago, we were well aware of the importance of the South and its potentialities as a great market and as an area in which Firestone could profitably establish manufacturing facilities.

Today we have plants in Memphis; Gastonia, North Carolina; Bennettsville, South Carolina; Lake Charles, Louisiana; Magnolia, Arkansas; Orange, Texas, and we are building a large test center in Fort Stockton, Texas.

For some time prior to 1935, we had contemplated the opening of a textile mill in the South. When the decision was made, we located in Gastonia.

Since our acquisition of this plant, its history has been one of unbroken progress. A program of constant improvement and expansion, especially since the end of World War II, has made the Gastonia plant one of the most complete, modern textile operations in the country. It is our company's largest manufacturing plant for tire cord fabric; and it is the world's largest textile operation under one roof.

Our Memphis tire and tube plant is a very practical illustration of growth and development paralleling the economic growth of the Memphis area and of the entire southern region. This plant is the symbol of our confi-

dence in the South.

Today, Firestone in Memphis is one of the largest and most modern tire and tube plants in the world. It is the largest unit of its kind in the Firestone organization.

Obviously, chance played no part in our decision to locate in Memphis any more than it did in the success of the plant. To the contrary, we established the Memphis plant as a result of a thorough consideration of all the factors involved in a management decision to make a large capital investment not only in Memphis but anywhere in the world.

In this case, we took into consideration the city's central location in the southern market. Our next consideration was the availability of an adequate labor force. These were basic requirements. But there were others of importance. Without a sufficient supply of water, we could not operate a tire and tube plant. Were land values and tax laws reasonable? Were railroad rates and facilities such as to permit an economically sound operation? Was there fanning out from Memphis a network of railroads and good highways? These and a great many other questions were asked.

MEMPHIS SITE CHOSEN

When the answers were considered and the balance between the pros and cons were drawn, we found that Memphis offered, in all its various desirable characteristics, the conditions necessary for the sound operation of a business and the opportunity to grow with the area the plant was designed to serve.

In 1935, when we selected Memphis as the site for our new plant, our channels of distribution throughout the South were well established. We knew at that time that the possibilities of the region were indeed very great. As a result, we bought enough land to allow us to expand the plant many times during the years to come; and it was well that we did.

The original plant had about 450,000 square feet of floor space. Today, it is three times as big. Its roster of employees now lists the names of 3,700 men and women which makes Firestone Memphis the largest industry in the city and one of the largest in the state of Tennessee.

Our experiences in other southern cities have been similar to our experience in Memphis.

Of course, no two have been exactly

alike. Particulars differ. Even in the success we have enjoyed, the degrees of individual plant successes vary.

But the point is this: we *have been* successful. This has been good for our company, its shareholders, employees, suppliers and the communities in which we are located.

UTILIZE RESOURCES

We could not have been successful without adequate physical resources necessary to our operations and those important elements constitute a good business climate in which we established ourselves and grew.

That brings me to the point I mentioned earlier. I said that, in my opinion, the progress of the South would continue provided the conditions which contributed to that progress remain relatively constant.

Those conditions are summed up in the words "adequate physical resources" and "a good business climate." Without these, no company in today's competitive world can survive much less succeed.

This fact is well known throughout the South. And that hundreds of new industries have established themselves there attests to the great natural attributes of the region and its understanding of the needs of business.

These conditions account to a great extent for the progress of the South. I believe that this growth and progress will continue; and, in common with all businessmen who have made substantial investments in the South and its future, I look forward to constantly accelerated progress in the years to come.

SOLITE PLANT BUILT ON VA-NC STATE LINE

LEAKSVILLE JUNCTION, VA.—A new Solite plant, the third in the Virginia-North Carolina area has been dedicated at Leaksville, Junction, it was announced by John W. Roberts, president of the Southern Lightweight Aggregate Corporation.

The new plant is unique in that it is built on the state line. Most of the machinery and equipment being in Virginia and the quarrying operation being predominantly in North Carolina.

Governor Luther C. Hodges of North Carolina and Attorney General J. Lindsey Almond of Virginia were among the many distinguished guests who will participate in the ceremonies.

GOVERNORS CONFERENCE SUBCOMMITTEE MEETS

ATLANTA.—The Southern Governors are considering establishment of an office in New York to promote the South's industrial progress. The proposed new office would be staffed by full-time personnel who would provide facts and figures for firms interested in expanding in the South.

The idea, still very tentative, came out of a session held here last month by a Southern Governors Conference subcommittee advisory group. Headed by Arkansas Governor Orval Faubus, the session heard a variety of reports covering problems and opportunities in the industrial South.

In a busy two-day session, some 15 committee members from throughout the region discussed such topics as land-use planning, water legislation, transportation, education, and financing.

A general analysis of industrial development programs in the Southern states was presented by Randall T. Klemme, Director of the Oklahoma Department of Commerce and Industry. Klemme described the operations of state development agencies and regional groups such as the Southern Association of Science and Industry and the Southern Association of State Planning and Development Agencies.

CALL FOR COOPERATION

The Oklahoma leader pointed out that in development work there is a "public" sector as represented by state agencies, and a "private" sector as represented by the SASI. He said the South could achieve maximum progress only by close cooperation between the two sectors of activity.

Speaking on increasing competition in industrial development, MANUFACTURERS RECORD Editor McKinley Conway told the session that the South now has some 1,568 groups of all types seeking to promote the economic advancement of the area.

Conway pointed out, however, that the region has only 25 per cent of the development organizations in the nation, and many of these are undermanned and outbudgeted. He emphasized that there was no room for complacency in promoting industrial development.

Specifically, Conway suggested that



Bill Pruett

Southern Governors Subcommittee members confer: left, Phil Miles, president of SASPDA, Dr. Frank J. Soday (back to camera), president of SASI, and Governor Orval E. Faubus of Arkansas.

the Southern Governors issue an "Economic Magna Carta" in which the several states would assure prospective industries of their determination to maintain a favorable business climate. This idea was adopted by the committee assigned to prepare a draft of the "public" sector of the presentation which Governor Faubus will make to the annual Governors Conference in the Fall.

Other matters to be covered by the committee in its report will include planning, education, water, tax structure, finance, labor, transportation, and means for implementing suggestions. The committee includes SASPDA President Phil Miles, of Kentucky; William P. Rock, of Arkansas; W. H. Caldwell, of Virginia; and SASI President Frank J. Soday.

Dr. Soday reported to the group on plans for the Southwide Market Research Conference to be held in Miami in July. He said results of this session would be included in the SASI's annual progress report to the Governors Conference.

BUSINESS SCHOOL AT MIAMI ACCREDITED

MIAMI.—The University of Miami School of Business Administration has achieved full accreditation by the American Association of Collegiate Schools of Business, national accrediting agency for schools of business, according to Dr. Grover A. J. Noetzel, dean of the school.

The University of Miami has over-

all accreditation by the Southern Association of Colleges and Secondary Schools, but the School of Business Administration—largest in the southeast—previously had not had specific accreditation by its national association.

There are 2,317 undergraduate day students and 1,000 evening division students attending UM's School of Business Administration. Last year, 458 BBA degrees were conferred.

REORGANIZATION AT WACO

BALTIMORE.—The Washington Aluminum Company, Baltimore, has completed a sweeping reorganization of its management, it was announced here. The company specializes in the fabrication of aluminum products, and as such is the largest firm in the United States to do so exclusively.

New officers of the company are Fred N. Rushton, President, William M. Waugh, Treasurer. Rushton was formerly vice president and Waugh was and still retains his duties of comptroller. Other officers continuing in their present status are Robert S. Sanford, vice president and Leonard A. Wennagel, secretary. Wennagel is also vice president of the Equitable Trust Company.

Further promotions are Raymond G. Tarrant, plant manager; Richard E. Thomas, manager, special products, and Vincent D. Freeman, manager, contracts.

CLEMSON GRADUATES FIRST IN CLASS

CLEMSON, S. C., May —Clemson College graduated its first industrial management class in June, marking a new, progressive milestone in service to the state. Seventeen received degrees.

To commemorate the occasion, J. Wilson Newman, president of Dun and Bradstreet, New York, and one of Clemson's most prominent alumni representatives in the business world, made the commencement address.

The industrial management department at Clemson was initiated in September, 1955, when 232 student registered. Dr. Wallace D. Trevillian, professor of economics and head of the department, had anticipated only 100. Currently, 400 are majoring in the new field—high departmental enrollment at the institution.

CRIST PRESIDENT OF ELECTRIC CO.

BIRMINGHAM.—James F. Crist, vice president of The Southern Company, has been elected president of Southern Electric Generating Company here. Southern Electric Generating Company, organized to build and operate large new power facilities, is owned equally by Alabama and Georgia power companies, subsidiaries of The Southern Company, and each will receive half of the power output.

As president of Southern Electric Generating Company, Crist succeeds Herbert J. Scholz, chairman of the board of Southern Services, Inc., who will retire from active duty June 1. Scholz, however, will be retained as an independent consultant.

Following approval by the Alabama Public Service Commission in April, Southern Electric Generating Company has begun construction of a huge new steam-electric plant in Shelby county, Alabama. Estimated to cost more than \$150 million, it will have capacity of 1,000,000 kilowatts, making it one of the nation's largest power plants. Its location is near large load centers of both Alabama and Georgia and the plant will be accessible to extensive coal deposits. The first 250,000-kilowatt unit is expected to begin operation in the summer of 1960, with the second unit following shortly thereafter.

1,800 ACRE INDUSTRY SITE AT PALM BEACH

PALM BEACH.—A multi-million dollar industrial park, designed to accommodate up to 300 manufacturing plants, has been started on an 1,800-acre tract in Palm Beach County, Florida, it was announced by A. E. & R. F.

Raidle, Inc., prominent Palm Beach and Miami realty firm and developer of the project.

The industrial park, which will be just five miles from the recently begun \$100 million Pratt & Whitney aircraft engine plant and adjacent to the County's proposed jet airport, was planned to provide plant facilities for the increasing number of manufacturers seeking locations in the area.

It will be known as the Palm Beach County Industrial District.

According to R. F. Raidle, president of the realty company, which will also act as sales agent for the project, work is now under way on more than 10 miles of drainage canals and contracts for water and sanitary systems and 16 miles of heavy duty roads will be let within the next few weeks.

AUTOMATION SEEN AT DELTA AIRLINES

ATLANTA.—Delta Air Lines soon will be handling reservations electronically.

According to J. W. Meyer, general traffic manager, Delta has placed an order for IBM 305 RAMAC (Random Access Method Accounting Control) equipment and designated a reservation equipment research supervisor to specialize in its operation.

This ultra-modern electronic machine is estimated to reduce reservations control processing time by approximately 60 per cent and is capable

of storing in its magnetic memory over 2 million airline seats as much as six months in advance, Meyer said.

Serving Industry
since 1907



HYMAN VIENER & SONS

SMELTERS • REFINERS • MANUFACTURERS

RICHMOND, VA.

CHARLES TOWN, W. VA. WASHINGTON, D. C.

GALVANIZING

Prompt Delivery • Zinc and Cadmium Plating

Phone: 59-5401 **METALPLATE CO.** 757 N. 44th St. Birmingham, Ala.

"Serving the South"



Buffalo TANKS

Storage Tanks • Pressure Vessels
Steel Stacks • Storage Bins
Welded Steel Plate Construction

—including the

Largest Galvanizing Plant
in the Southeast



Buffalo Tank Corporation

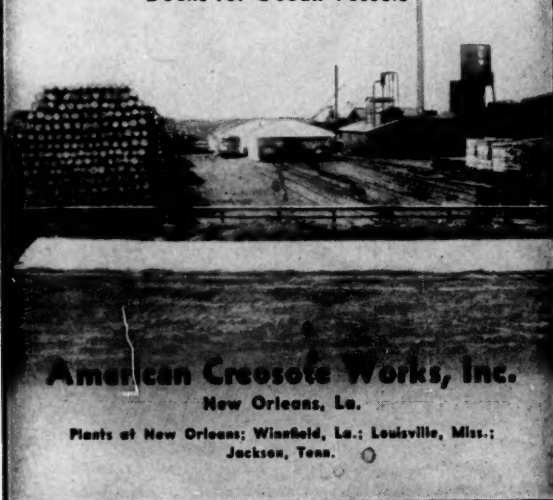
Plants at BALTIMORE, MARYLAND

CHARLOTTE, NORTH CAROLINA • RALEIGH, NORTH CAROLINA
HALLANDALE, FLORIDA • JACKSONVILLE, FLORIDA

CREOSOTED

Piling, Poles, Lumber, Cross Arms,
Cross Ties

Also Penta- and Salt-Treated Lumber
Decay and Termite Proof
Docks for Ocean Vessels

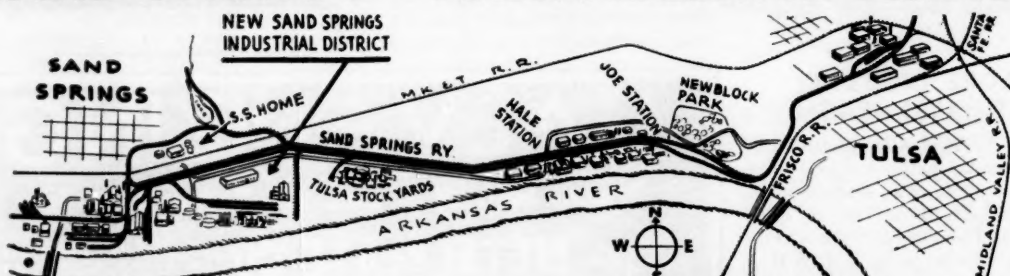


july 22

THE SOUTHWIDE MARKET RESEARCH CONFERENCE

hotel balmoral
miami beach, florida
pp. 31, 32

Nearly 100 Industries Selected Oklahoma's SAND SPRINGS—TULSA Industrial District!



WHO THEY ARE . . .

Commander Mills, Inc., South West Box Co., Kerr Glass Mfg. Corp., American Smelting and Refining Co., Southwest Porcelain Steel Corp., Pedrick Laboratories, Inc., Orbit Valve Co., National Tank Co., Frank Wheatley Pump and Valve Mfr., Lock Joint Pipe Co., General Paint Corp., American Steel and Wire Co., Bethlehem Steel Co., Lincoln Electric Co., Southwest Steel Corp., Standard Magnesium Corp., Standard Aluminum Co., Enardo Mfg. Co., Sheffield Steel Corp., The Boardman Co., Youngstown Steel Products Co., Mo-Vi, Inc., Bayles Galvanizing Co., Stanley Home Products Co., Santa Fe Engineering and Equipment Co., The Fibercast Corp., Graver Tank & Mfg. Co. and many others.

WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

WHY?

FACTORY SITES • TRACKAGE • WAREHOUSES • ABUNDANT WATER
• NATURAL GAS • ELECTRIC POWER • SATISFACTORY LABOR-LIVING
CONDITIONS • COMPLETE BELT-LINE FREIGHT SERVICE — Direct con-
nections with Frisco, Santa Fe, Katy and Midland Valley Railroads.

Write for Complete Information

SAND SPRINGS HOME INDUSTRIAL DEPT., SAND SPRINGS, OKLA.

last year american industry picked up the tab for ten billion dollars worth of packaging . . . here's why

From the carry-home six-bottle soft drink carton to futuristic aluminum containers of foods preserved by low density atomic radiation, American packaging has evolved into a many-faceted and billion dollar industry.

John Warren, technical advisor of the American Management Association's packaging division, said that the nation's present packaging bill of some \$10 billion annually will rise to \$13 billion by 1962. He predicted a 30 per cent increase in the size of the packaging industry in the next five years. During that period, packaging's share of the gross national product is expected to increase from its current rate of 2½ per cent to close to three per cent—a reflection of the growing number of new products coming into the market, and new uses for packages. Warren estimated that the total United States consumption—ranging from cigarette packages to refrigerator cartons, and not including cellophane and foil—was 250 billion units.

In a poll of 2,000 homemakers, DuPont found that 52 per cent preferred packaged produce, 25 per cent preferred to buy loose produce, while

22 per cent expressed no preference. The significance of these results is shown by comparison with an earlier study. In a 1950 survey, DuPont found that 49.5 per cent of those polled liked to buy loose produce, 45 per cent preferred the packaged type, while only 5.5 per cent expressed no preference. The important change in shoppers' attitudes shows up in the large number who have shifted from a definite preference for loose produce to the "no preference" column.

In the interval between the last two censuses of manufactures, the South has steadily outgained the other regions of the United States in output of packaging goods. In 1947, the United States had an output of \$3.8 billion; in 1954, output was \$5.6 billion; a gain of 47 per cent.

In 1947, the South's output was \$796 million; in 1954, \$1,367 million; a gain of 72 per cent. In 1947, the South's share of the total was 21 per cent; in 1954, it was 24 per cent.

Aside from regional competition this phase of the manufacturing industry presents other interesting changes. In the first place, there is apparent a

By Josie Lucchese

PACKAGING



PACKAGING

definite trend away from wood and glass, and toward paper and metals. All products, herein considered for the present analysis, are Paper Bags, Paper Boxes, Wooden Boxes, Fiber Containers, Tin Cans, Glass Containers, and Metal Foils.

The oldest known, perhaps, are wood and glass. Both of these materials appear to be reaching a period of maturity. Between the two censuses, output of wooden containers actually declined in the United States, while glass containers showed very moderate growth. In the south the situation is similar. But the Region does show moderate growth in both groups, together with a gain on the Nation as a whole in share of output.

When it comes to packaging products made of paper, substantial nationwide growth is apparent, with the South leading the way. Paper bags show a production growth of 78 per cent in the U. S. and 100 per cent in the South. Paper boxes made gains of 41 and 85 per cent respectively. Fiber tubes and cans also are showing impressive growth. Gain for the Nation shows as 104 per cent; that for the South, 127 per cent.

METAL FOIL

Newest and most impressive of all packaging materials consist of metal foils. And in this category, the South has the field almost entirely to itself. Of \$180 million turned out in 1954, the South produced \$102 million. New plants now going up and expansion of existing facilities in the South presage even greater monopoly in years ahead. Growth of this industry in the South between censuses amounted to almost fourfold.

Among Southern states Maryland at present enjoys highest output of packaging goods. Arkansas shows best gain percentage-wise.

Volume of production in the South in 1954:

Maryland, \$165 million; Georgia, \$156 million; Louisiana, \$136 million; Florida, \$132 million; West Virginia, \$119 million; Texas, \$115 million; Virginia, \$94 million; Kentucky, \$87 million; Tennessee, \$76 million; North Carolina, \$65 million; Alabama, \$61 million; Arkansas, \$56 million; Oklahoma, \$38 million; Mississippi, \$34 million, South Carolina, \$33 million.

Leader in paper bags is Georgia with \$60 million; in paper boxes, Georgia with \$61 million; in wooden boxes, Georgia with \$24 million; in fiber containers, Louisiana, Maryland

and South Carolina, with \$3 million each; in tin cans, Maryland with \$95 million; in glass containers, West Virginia with \$75 million. Close runner-up in paper bags is Florida; in paper boxes, Louisiana; in wooden boxes, Tennessee; in tin cans, Texas; in glass, Oklahoma.

In metal foils, probably the most glamorous of the entire group, Kentucky, Virginia, Arkansas, North Carolina and Tennessee, show outstanding growth, with Kentucky well in the lead at this time. New plants in other Southern states, however, make predictions of future leadership in this field difficult.

No difficulty is encountered on the other hand when making a general appraisal of composite production. Viewed from the general or total standpoint, there seems no doubt that the South as a whole is destined to be the leading region in packaging materials for many years to come.

CARRY HOME CARTONS

A leader in the packaging field is the fast growing Atlanta Paper Company, the nation's largest producer of carry home cartons for the soft drink trade. Today, in Atlanta, a wide range of products from dog food to detergents, soups, vegetables, sardines, canned meats and many others are merchandised and sold.



These are Atlanta Paper Company containers. Atlanta Paper's products range from soft drink cartons to Cluster-Pak systems to folding cartons to corrugated shipping containers.

Arthur Harris, President of Atlanta Paper, estimates that close to 40 million cans and bottles a day move from stores into homes in Apaco Cartons. Atlanta Paper Company is operating at an annual gross sales figure of close to \$30 million a year. It maintains three plants in Atlanta, has subsidiary

companies in Miami and Toronto and sales offices in many major cities in the country.

The complete line of Atlanta Paper products now ranges from Bottle Master cartons for beer and soft drinks, to Cluster-Pak systems, which wrap and package cans in clusters of two to twelve cans at speeds up to 900 cans a minute. Also produced by Atlanta Paper are folding cartons for food and textiles, and corrugated shipping containers.

Atlanta Paper's consolidated gross sales in 1955 were up 21 per cent over the 1954 figure, and net profit increased 42 per cent in the like time.

A new and versatile foil carton manufacturing plant is being built by Reynolds Metals Company to usher in a new era of higher-speed, lower-cost rotogravure printing as well as other packaging advancements and innovations.

Located at Richmond, the \$3.5 million plant is slated to go into production late this fall. Richmond will thus become a center of packaging research and integrated production; Reynolds already has aluminum foil plants and its Packaging Research Laboratory there, and a plastics plant at Grottoes, Virginia.

The new Richmond plant will be capable of producing foil-laminated cartons, paper cartons, overwraps of Reyseal—the company's self-sealing lamination of foil, wax and paper. Also being produced will be other foil overwraps, paper labels, and foil-and-paper labels. Equipment will include an extruder for coating and laminating web materials with plastics.

Largest foil converter and printer in the world, Reynolds is building the new Richmond plant as part of a major expansion of its manufacturing and printing facilities for packaging products. Reynolds is generally credited with having familiarized the public with the advantages of aluminum foil as a packaging material through its vigorous promotion of Reynolds Wrap, the original household aluminum foil, introduced in 1946.

Reynolds' Richmond plant will be a one-story, all-aluminum building featuring a filtered and treated air supply, highly mechanized materials-handling equipment, and a straight-line production flow. Raw materials will enter one end of the building and move through various stages of processing with no backtracking and emerge as finished products at the other end. The facility

COUNT THE "PLUSSES"!

FOR ANY WAX COATED CARTON



OR WRAP



Paraffin + **A-C[®] Polyethylene** =

Higher Gloss

- + **Greater Hardness**
- + **Improved Scuff-Resistance**
- + **Less Flaking and Penetration**
- + **Higher Blocking and Melting Points**
- + **Better Grease Resistance**
- + **Easy Blending**
- + **Compatibility with All Waxes**
- + **Ease of Application**
with Standard
Coating Equipment

Southern Representative

MORELAND CHEMICAL COMPANY, INC.
Drawer 2437, Spartanburg, South Carolina

For the whole story on use and blending, write
for your free copy of A-C Polyethylene booklet.
Just mail the coupon. ➔

SEMET-SOLVAY PETROCHEMICAL DIVISION

Allied Chemical & Dye Corporation
Dept. 520-N, 40 Rector Street
New York 6, New York



Please send me a copy of the A-C POLYETHYLENE booklet.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

WHEN YOU SHIP



Consider these facts about



There are three good, basic reasons why SSIRCO drums are your best buy in steel shipping containers.

PRODUCT

SSIRCO standard containers are made from high-grade hot or cold rolled steel and are built to take rough treatment almost indefinitely without seepage or leakage. They are manufactured under rigid quality control standards to assure serviceability.

Drums are manufactured on a modern, semi-automatic container production line which handles both heavy- and light-gauge metal containers. This production line consists of rolling, flanging, light and heavy welders, swedging and seaming machines, horn presses, combination blanking and drawing presses. The finishing section is equipped with a five-stage degreaser and phosphatizing unit, paint unit, baking oven, lacquer painting unit, and oven for inside drum liners. This modern machine enables SSIRCO to handle all types of high bake phenolic linings, as well as clear, pigmented, or other type linings required for special uses.

QUALITY

SSIRCO has produced high quality drums consistently for thirty years. Drum users are able to rely on SSIRCO for safe and dependable storage and shipment of their goods because of this built-in quality of SSIRCO drums. Ideal for shipping foodstuffs, chemicals, petroleum, and petroleum by-products, these containers can be lined with

high-bake phenolic or low resin-type finishes to meet specific quality requirements.

All standard drums manufactured by SSIRCO conform to current specifications as prescribed by CFC Rule 40 or the Interstate Commerce Commission. These drums also meet the Universal Standard Specifications adopted by the Steel Shipping Container Institute in conjunction with the Petroleum Packaging Institute and the Manufacturing Chemists Association.

All drums, both standard and special, are tested under water and by air pressure for leaks. Paint, both exterior and interior, is tested for the proper film thickness when wet and when dry to assure the highest quality containers possible.

SERVICE

In addition to manufacturing a complete line of standard containers, SSIRCO is equipped to produce and deliver on time special drums and casings to specifications.

The Metal Container Plant is located in the heart of the South's steel district in Birmingham, Alabama. This metal fabrication plant contains over 60,000 square feet of space devoted to the servicing of your requirements with loading facilities for both railroad and truck shipments. Service on all drum orders is provided quickly and accurately.

METAL CONTAINER DIVISION
SOUTHERN STATES IRON ROOFING CORP.

2830 FIFTH AVENUE, NORTH

SINCE 1914

BIRMINGHAM, ALABAMA

IN SSIRCO DRUMS

You're in good company



PROVED THROUGH USE

Prominent companies in the process industries have proved the quality of SSIRCO metal containers through storage and shipping use. These companies have found SSIRCO drums to be dependable, high quality packages for shipping quality grade materials safely and economically. Special liners have been used to meet the requirements of some of these companies in keeping their products away from the interior metal.

Many of these companies are using drums decorated by SSIRCO. These silk-screened or stenciled decorations are made to specifications, accurately reproducing trademarks and emblems for identification.

For an illustrated, 8-page booklet about how SSIRCO drums can be made to fit your requirements for standard 30- and 55-gallon capacities or special sizes, fill in the coupon and clip it to your letterhead. There is no obligation, of course.

METAL CONTAINER DIVISION

Southern States Iron Roofing Company

2830 Fifth Avenue, North
Birmingham, Alabama

Please send me your 8-page booklet on your metal containers.

We package _____ in drums.

NAME _____

FIRM _____

POSITION _____

STREET _____

CITY _____ ZONE _____ STATE _____

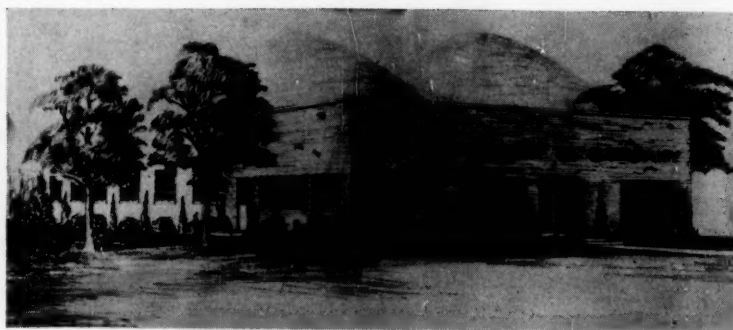
PACKAGING

will be located on the Virginia Turnpike, adjacent to Reynolds' new Bellwood Extrusion Plant. In initial operation the plant will employ approximately 150 persons, with an annual payroll of about \$750,000.

Another firm expanding to meet the growing needs of its customers in a thriving Southern community is the A. J. Gerrard & Company. This firm recently started manufacturing and warehousing operations at its new plant in Leeds, Alabama.

Located near Birmingham, the modern new structure has over 10,000 square feet of floor space for production and storage. Costing \$60,000, the one-story masonry building faces on Highway 78, adjoining the Southern and the Central of Georgia railroads.

A. J. Gerrard & Company is the only steel strapping concern manufacturing in the South. This firm is a nationwide organization manufacturing and marketing tensional strapping tools and equipment for packaging and materials handling. Products include flat strapping, round and oval wire, and pressure sensitive tape. Gerrard is a leader in the packaging automation field and has successfully contributed to the economic growth of all seg-



A. J. Gerrard & Company, nationwide manufacturers of steel strapping, has recently gone into operation at its new plant located at Leeds, Alabama.

ments of industry where materials are strapped, reinforced or fastened.

A special process for banding cotton bales with splicing seals is one of the methods supplied for cotton ginners, compress operators and cotton warehousemen by Gerrard which worked for two years to bring this new plant and strapping service to the fast growing markets of the Southeast.

Executive offices are in Melrose Park, Illinois, and J. M. Gerrard is president of the company.

A new \$1 million-a-year packaging machinery firm recently went into operation at Lithonia, Georgia. The Woodman Packaging Machinery Company, Inc., will during the first year of operation employ some 40 persons, and expects soon to reach an annual payroll of about \$450,000. The new plant is situated in a 25,000-square-foot leased building at 19 Johnston Street.

The company will handle sales and service through a field staff both in the United States and Canada and expects "limited" sales abroad. Woodman will design, create and manufacture high-speed weighing and packaging machinery primarily for the food industry. Daniel E. Woodman, President, said about 50 per cent of the plant's employees will be recruited from among the physically handicapped. Woodman, a nationally known industrialist and civic leader, has designed and created some 40 machines, most of them adapted to the potato-chip and other food industries.

A foresighted official of the Ames Bag Company has put into production an idea which lowers packaging and container costs. John B. Ames of Ames, Selma, Alabama, plant says, "For fifty years we were classified primarily as a 100 per cent textile bag operation. However, I saw the handwriting on the

wall about 1948, and since then we have diversified out into all types of containers and packaging.

"We have a very unique setup in that we are the only company in the country producing both the containers and packaging items as well as doing the contract packaging for customers.

"Perhaps you are familiar with the miniature Morton salt shaker can which is about 1" in diameter and 1½" high, packed six to a cellophane-wrapped tray. We designed the package, made the equipment for automatic production of this can in our own plant, and went into production of this item for Morton. All Morton supplies us with is the bulk salt to be packaged in the individual cans.

"We have done this same thing for a number of other national accounts such as the R. T. French Company, Diamond Crystal Salt Company, Plough and many others located both here in the South and in other sections. With industry moving more and more to the South and packaging becoming more and more important, we feel as though we will fulfill a very important need in the years to come. At the present time we are working on very large jobs for many companies here in this area as well as those located as far away as the West Coast and the New England area.

"Due to our various manufacturing operations producing containers and packaging, we find an increasing need for the contract packaging service which we offer, whereby the customer supplies us only with the raw materials or finished product, and we do the complete packaging."

The Ames Bag Company still has the textile operation which produces both textile bags and many textile specialties. Ames' can operation covers many different sizes of paper and fiber

general adhesives company

manufacturers
of

- Complete line of rubber . . .
- Synthetic rubber . . .
- Reclaim and resin-based solvent adhesives and industrial coatings . . .
- All types of latex and resin dispersion-based adhesives and coatings.

for Industry

Your Inquiries Invited

General

ADHESIVES CO.

SUBSIDIARY OF GENERAL SHOE CORP.

6000 CENTENNIAL BOULEVARD • NASHVILLE, TENN.

cans with metal, plastic and cardboard closures. The transparent film division produces cellophane and polyethylene printed and plain; flexographic printing equipment handles up to four colors.

Ames has its own printing department for handling paper and cardboard, and complete facilities for letterpress, offset, and aniline printing, as well as die cutting, folding and other operations in connection with paper and board.

In addition, Ames has facilities for producing clear bubble packs, blister packs, and skin packaging. The company has also a large injection molded plastic division. Ames Bag Company employs between 200 and 350 persons, depending upon the season.

DESIGN IMPORTANT

"A package is a salesman," says Albert Kner, director of package design for Container Corporation of America. "But, unlike the human salesman, a package cannot appeal to the ear or the intellect, but only to the eye. When you sell to the eye, design and color are your most effective sales tools. Words perform a secondary function."

Each year leading American industries spend billions of dollars designing, developing and manufacturing packages which will make the consumer want to buy. And each year, more and more specialized and improved packages appear on the market. Last year manufacturers spent an estimated \$22 million on designing packages for the goods they sell, according to the Folding Paper Box Association. This amount is up six per cent over the 1955 figure.

"Still," says John F. Lawrence of the Wall Street Journal, "it amounted to only a tiny fraction of the \$12 billion expended on buying of the bottles, cans, and cartons themselves. . . . There's little question that package styling as a spur to selling is coming into greater vogue. Container Corporation of America, the nation's largest paperboard maker, figures, for instance, that it tackled more than 9,500 design problems for customers last year and 8,852 in 1955, as compared with only 342 in 1945."

Cryovac is the trade name of a process used throughout the world for vacuum-packaging meats, poultry, and cheese. The transparent plastic is made by the Cryovac Company, Division of W. R. Grace & Co., with its newest and most modern plant located in Simpsonville, South Carolina.

The Simpsonville Plant supplies Cryovac bags for the Southern Division with a sales area extended from the New York-Pennsylvania line to Florida and from the East Coast to Texas.

Cryovac bags are made from a saran type polymer which is tasteless, odorless, non-toxic, transparent and also tough and flexible at all normal market and home temperatures. In manufacture, the polymer is blended with plasticizers and stabilizers and extruded into continuous tubing. After extrusion, the tubing is cooled in a cold water bath, and enlarged several times by trapping an air bubble inside and passing it between power driven rollers. The tubing is wound on rolls and then goes to high speed automatic machines which cut it up into required lengths and heat seal one end to form bags. For customers who want their own four-color labels on the bags, the tubing is printed before being cut up.

Of the many outstanding properties of the film, the most important are uniform shrink, low moisture-vapor transmission and low oxygen permeability. The film is stable at room temperature but shrinks when heated, the amount increasing proportionately with the temperature so that at 200°F. it will shrink more than 30 per cent of its original size.

Cryovac is designed for the new self-service grocery market for which the most important aspect is the central pre-packing of the foods in retail units by the producer or the distributor.

At the 26th National Packaging Exposition of the American Management Association held last April in Chicago, many unusual packaging features were displayed.

'BONUS' PACKAGES

Futuristic aluminum foil packages that may make life easier for the housewife in years to come were shown by the Aluminum Company of America. A carton for cheese has a rigid-foil grater as one side of the box, making the package a disposable grater. A package that serves as its own pastry gun is suggested for preparing cake frostings or cream cheese spreads. A prepared and frozen cheese rarebit is packaged in its own rigid-foil double boiler.

A new type of heat-shrinkable Mylar film by DuPont was displayed. This new film enclosed a new line of ready-to-eat Wilson & Company hams, providing a clear, durable, skintight wrap for meats and poultry. Like other

Made in ATLANTA
to serve the leaders of
Southern Industry



ARABOL ADHESIVES for

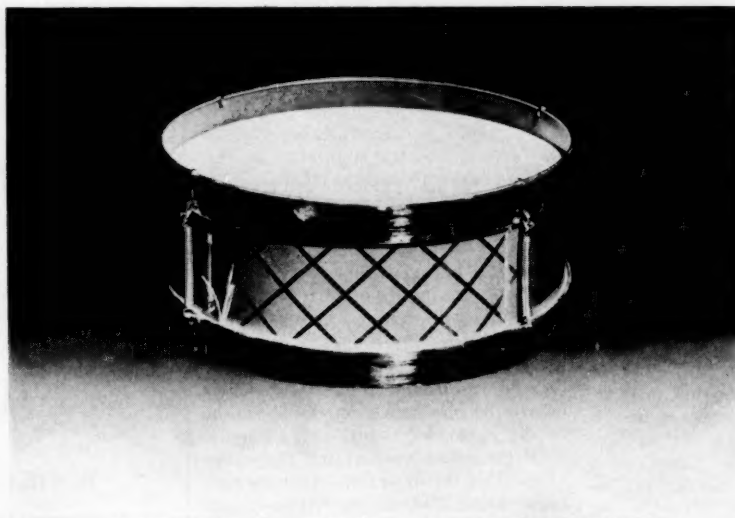
BOOKBINDING
BOTTLE LABELING
CAN LABELING
CARTON SEALING
CASE SEALING
DRINKING CUPS
ENVELOPES
PACKAGE WRAPPING
PAPER BOXES
PAPER CONVERTING
PAPER MILK BOTTLES
PIPE LAGGING
and many other uses



The ARABOL Mfg. Co.

225 Moore Street, S.E.,
Atlanta 3, Georgia

NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES • ST. LOUIS • PHILADELPHIA
BOSTON • PORTLAND, ORE. • ITASCA and
McALLEN, TEX. • CINCINNATI • DENVER
TAMPA • LONDON, ENG.



There are many kinds of drums. But there are no better 55 gallon steel drums than those we make at Pensacola, Fla. Having served the Southeast for two decades, this summer we will move into a new plant, increasing our capacity by 50 per cent.

We are small enough for our top men to give immediate attention to all requests, and large enough to take care of volume annual contracts. One-car, or truckload, orders often can be shipped the same or next day.

Starting with one customer, we have now expanded our production 1,000 per cent serving North and South Carolina, Georgia, Alabama, Florida, Tennessee and Mississippi. Our first three customers still are customers—one measure of the quality of our product and service.

We make 16 and 18 gauge drums, black steel or galvanized, lined or unlined . . . tight head drums and full removable head drums.

If you are expanding and would like an additional supplier, let us know. If your product needs a special drum, a special lining, write us at P. O. Box 1829, wire or telephone us collect at HEmlock 8-7521. We'll do our best to develop it for you.

FLORIDA DRUM CO., INC.

PENSACOLA, FLORIDA

SOUTHERN OWNED AND SOUTHERN OPERATED

forms of Mylar, DuPont's polyester film, it is durable at temperatures ranging from -80 to 300 degrees F., and has high tensile strength, excellent tear resistance and resistance to oils and greases. The skintight wrap retains the meat's color and quality.

Other new types of Mylar shown at the exposition were polymercoated. One permits heat sealing of Mylar on automatic packaging machinery; the other is designed for vacuum packaging. The coatings also increase impermeability to moisture vapor and gases.

LABELING

A new labeling device designed to achieve the effect of printing in the packaging operation was shown by Dennison Manufacturing Company. The machine, called an Imagraph, applies Therimage labels to cellophane, acetate, foil, waxed paper, and other surfaces, with better appearance and adhesion than paper labels.

Pressure packaging, with inert propellant gas in the aerosol style, was shown for a variety of products. In addition to the more familiar insecticides, hair sprays and hand lotions, The Crown Cork & Seal Company of

Baltimore suggested pressure packaging for butter (which then may be simply sprayed on toast), cake frosting and antiseptics.

Reynolds Metals Company of Louisville exhibited the first aluminum foil container with a tear strip opener, developed especially for refrigerated or frozen foods. Foods may be cooked or heated in the container itself by tearing off only part of the strip, leaving a steam vent. Paul Murphy, Reynolds general manager of packaging market sales, predicts that aluminum will make its greatest advances in the packaging industry during the next five years.

At the exposition, Murphy forecast frozen orange juice concentrates in a rectangular lightweight aluminum package that will cost less than the present tin can, require no can opener, require less storage space, and be less expensive to ship. He also predicted that the next five years will see fluid milk and radiated hamburger packaged in aluminum, a material that will grow in use when food preservation by low density atomic radiation comes into general practice.

A star attraction of Reynolds' exhibit at the exposition was the revolutionary new Clo-Can—an item which

combines the advantages of a flexible package and a rigid container in a single package. The Clo-Can is a three-part package consisting of carton, aluminum foil liner and aluminum foil overwrap. The Clo-Can takes its first name from the initials of the three elements—carton, liner, overwrap. These are integrated in a single wall, bonded by micro-crystalline wax. The package is opened easily by running an ordinary kitchen knife along dotted lines.

Applicable to a wide variety of products, Clo-Can is said to be ideally suited for frozen foods and vegetables, frozen prepared foods, dehydrated soup concentrates, cereals, candies and dried fruits. The package may be printed and produced in almost any dimensions. The three components may be assembled right in the packager's plant, and the package lends itself to easy compact stacking, and saves space everywhere—from the warehouse to the home refrigerator.

A sharp rise in the use of cellophane for packaging in the next few years, particularly in the baked goods and frozen foods fields, was predicted at the exposition by George R. Johnson, general manager of the Film Division of

"Outstanding Quality and Service"

Major Southern Firms in growing numbers
are turning to

CONNORS

for

Cold Finished Bars

The most modern equipment and meticulous inspection guarantees an outstanding surface finish and bars made to the closest tolerances.

Connors' central location and famous personalized service assures you of prompt, accurate deliveries.

Wire or write Connors Steel Division, H. K. Porter Company, Inc., P. O. Box 2562, Birmingham, Alabama, or telephone Worth 1-3711 to order or for efficient technical assistance in supplying your needs in



Cold Finished Bars

HKP

CONNORS STEEL DIVISION

H. K. PORTER COMPANY, INC.

PACKAGING

Olin Mathieson Chemical Corporation. He also predicted that the use of cellophane in combination with other flexible films, particularly polyethylene, would grow significantly.

Olin Mathieson will have a new cellophane-producing plant in full operation soon, and this plant will ap-

proximately double Olin Mathieson's present output of cellophane. Other expansion plants in the industry, Johnson continued, will bring the output of cellophane to 600 million pounds in 1960, as compared to 400 million pounds in 1956.

National Container Corp., Container Div., Jacksonville, P. O. Box 4484, paperboard containers. (D)

St. Johns Box Co., Palatka, 1205 Lemon St., E. T. Young, Pres. Wirebound boxes; fruit and vegetable boxes. (D)

Tropical Glass & Box Co., Jacksonville, P. O. Box 2118, Station A, Josephine Scalise, Official. Glass jars and bottles. (D)

GEORGIA

Atlanta Paper Co., Atlanta, 950 Marietta St., N. W., Arthur Harris, Pres. Containers, specialized packaging, folded boxes, corrugated shipping cases. (E)

Blanche Cotton Mills, Inc., Augusta, osnaburgs, bags. (D)

Dayton Veneer & Lumber Co., Americus, agricultural hampers and cartons. (D)

Fulton Bag & Cotton Mills, Atlanta, 170 Boulevard, S. E., N. E., N. E. Elsas, Pres. Sheetting, all types of bags, osnaburgs. (E)

Gaylord Container Corp., Atlanta, 1470 Blashfield, S. E., fiberboard boxes. (D)

Georgia Crate & Box Co., Thomasville, baskets. (D)

Inland Container Corp., Macon, corrugated boxes. (D)

Maxwell Bros., Inc., Macon, wooden boxes. (D)

Union Bag-Camp Paper Corp., Savannah, Box 870. Kraft paper, paperboard, bags and corrugated shipping containers, tall oil. (E)

Virginia-Carolina Chemical Corp., Atlanta. Cloth bags for insecticides, fertilizer, chemicals. (D)

KENTUCKY

The Triangle Paper Bag Mfg. Co., Covington, 1301 Madison Ave., paper and cellophane bags. (D)

LOUISIANA

American Can Co., New Orleans, 602 N. Cortez, C. H. Farrar, Plant Mgr. Metal containers. (D)

Chase Bag Co., New Orleans, 4500 N. Dorgenois, J. H. Counce, Official. Cotton, paper and burlap bags. (D)

Chicago Mill & Lumber Co., Tallulah, R. N. Ware, Jr., Official. Hardwood lumber, wood containers and crates. (E)

Continental Can Co., Inc., Harvey, River Rd., S. M. Bixler, Official. Metal containers. (D)

Fulton Bag & Cotton Mills, New Orleans, 1400 Annunciation, J. M. Elsas, Pres. Paper, polyethylene, cotton and burlap bags; twine, textiles, pads and padding. (D)

PACKAGE MANUFACTURING IS BIG SOUTHERN BUSINESS

The following is a list of Southern firms engaged in the manufacture of packaging items—paper, paperboard, tin, metal, plastic, wooden, and other type containers. Number of employees is indicated by the code: D (250-1,000) and E (Over 1,000). If your company's name has inadvertently been omitted, we invite you to write and tell us, so that the company's name may be placed on our permanent files.

ALABAMA

W. E. Belcher Lumber Co., Centreville, plywood, yellow pine, lath and timbers. (D)

Bemis Bros. Bag Co., Mobile, bags, paper. (D)

Birmingham Paper Co., Birmingham, boxes, cardboard. (D)

T. R. Miller Co., Inc., Brewton, pine and hardwood lumber; wirebound boxes. (D)

J. R. Raible Co., Birmingham, slack barrels, cooperage stock and fibre drums. (D)

ARKANSAS

Adams Mfg. Co., Charleston, Herman Adams, Pres. Ammunition boxes. (D)

Arkansas Container Corp., Fort Smith, John G. Kain, Pres. Corrugated paper boxes. (D)

Chase Bag Co., Crossett, A. M. Kirkpatrick, Pres. Kraft bags, paper bags. (D)

Chicago Mill & Lumber Co., West Helena, R. M. Sells, Pres. Plywood boxes, wirebound boxes, crates. (D)

Elrod Lumber Co., Rison, Searcy Elrod, Pres. Boxes, crates, pallets, shooks. (D)

Hope Basket Co., Hope, Walter Verhalen II, Pres. Bushel baskets and lumber. (D)

Victor Metal Products Corp., Newport, R. D. Tiberis, Pres. Collapsible tubes, aluminum cans. (D)

FLORIDA

American Can Co., Tampa, P. O. Box 1732, R. A. Fistere, Plant Mgr. Metal and fiber containers. (E)

Atlantic Bag Co., Hastings, P. O. Box 236, burlap, cotton, mesh bags; tobacco pack sheets.

Continental Can Co., Inc., Auburndale, C. F. West, Plant Mgr. Open top tin cans. (D)

Continental Can Co., Inc., Tampa, P. O. Box 1469, A. S. Rapp, Plant Mgr. Open top tin cans. (D)

Crown Cork & Seal Co., Inc., Crown Can Div., Orlando, P. O. Box 512, J. L. DeHoltzer, Sales Mgr. Tin cans. (D)

Cummer Sons Cypress Co., Immokalee, cypress fruit and vegetable containers. (D)

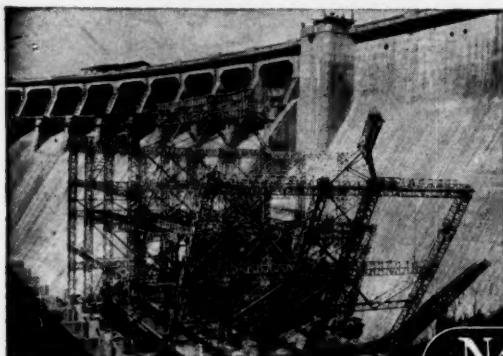
Cummer Sons Cypress Co., Lacoochee, lumber boxes, wood. (D)

Elberta Crate & Box Co., Tallahassee, P. O. Box 1170, bushel hampers, wirebound boxes, crates. (D)

Highland Crate Coop, Jacksonville, P. O. Box 4068, C. H. Henson, Pres. Wirebound boxes, wooden boxes and crates. (D)

Lee Tidewater Cypress Co., Perry, P. O. Box 390, Nailed boxes, citrus, beverage, tomato shooks, red cypress. (D)

Maxwell Bros., Jasper, P. O. Box 192, containers, paperboard and wooden boxes. (D)



THE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well-known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY
NASHVILLE, TENN. — BESSEMER, ALA.

Robert Gair Co., Inc., (Southern Advance Bag & Paper Co.), Hodge, Jackson Parish. J. C. Michaud, Official. Kraft paper; garment bags, paper bags. (E)

Robert Gair Co., Inc., Great Southern Box Div., New Orleans, 500 Coolidge. Roy F. Blaum, Official. Paper boxes. (D)

Roseland Wirebound Box Co., Roseland, E. L. Pike, Pres. Wooden containers. (D)

MARYLAND

American Can Co., Baltimore, Boston and Hudson streets. Metal containers. (E)

American Can Co., Halethorpe, Box 7456. Fibre milk containers. (D)

Bartgis Bros., Ilchester, cardboard and paper cartons, folding boxboard. (D)

Carr-Lowrey Glass Co., Baltimore, 2201 Kloman St. Glass bottles and jars; labels; ceramic decorating. (D)

Columbia Specialty Co., Inc., Baltimore, 6301 Eastern Ave., metal boxes, closures, strappings and specialties, bottle caps. (D)

Container Corp. of America, Baltimore, 6541 Eastern Ave., Gerald H. Linde, Gen. Mgr. Corrugated shipping containers. (D)

Continental Can Co., Inc., Baltimore, 3500 E. Biddle St. Paper mill and paper products; metal containers. (E)

C. R. Daniels, Inc., Howard City, canvas belting, baskets. (D)

Eastern Box Co., Baltimore, East Brooklyn, George W. Wagner, Pres. Corrugated wood and fiber shipping containers. (D)

Federal Tin Co., Inc., Baltimore, 1 East Barre St., metal packages, plain and lithographed. (D)

Fibreboard Products, Inc., Baltimore, 1501 S. Russell St. Corrugated containers and folding boxes. (D)

Gordon Cartons, Inc., Baltimore, 1619 Warner St., folding and set-up paper cartons. (D)

Lord Baltimore Press, Baltimore, 1601 Edison Hwy., publishing and folding boxes. (D)

Marvil Package Corp., Sharptown, fruit and vegetable baskets, fruit packages. (D)

Maryland Glass Corp., Baltimore, 2147 Wicomco St., glass bottles, jars, containers. (D)

National Can Corp., Baltimore, 811 S. Wolfe St., packer and general line cans. (D)

Nelson Co., Baltimore, 2116 Sparrows Point Rd., John M. Nelson, Jr., Pres. Wooden boxes, crates, kegs, industrial wooden products. (D)

Swindell Bros., Inc., Baltimore, Bayard & Russell Sts., George F. Lang, Pres. Glass containers. (D)

MISSISSIPPI

Chicago Mill & Lumber Co., Greenville, 400 S. Walnut St., Greenville Wooden shipping containers. (D)

Crosby Forest Products Co., Picayune, veneer, creosoted lumber boxes. (D)

Great Southern Box Co., Magnolia, boxes. (D)

Indianapolis Wirebound Box Co., Fernwood, boxes and crates. (D)

Knox Glass Bottling Co., Jackson, Fannin Rd., glass bottles. (D)

Port Gibson Veneer & Box Co. (Southern Package Corp.), Port Gibson. Boxes, veneer. (D)

Southern Package Corp., Hazelhurst, wooden boxes, veneer, crates. (D)

Wood Fabricators, Inc., Quitman, finished lumber crates. (D)



Russell, Burdall & Ward Bolt and Nut Company
Approximately two per cent of the nation's primary steel output in 1956 went into the production of hundreds of billions of nuts, bolts, screws and rivets—major tools in the packaging industry.

NORTH CAROLINA

Old Dominion Box Co., Inc., Box 660, Charlotte. (D)

Riverside Mfg. Co., Murfreesboro. (D)

OKLAHOMA

Ball Bros. Co., Okmulgee, 800 S. Madison, glass containers. (D)

Brockway Glass Co., Muskogee, P. O. Box 1504, glass containers. (D)

Corning Glass Works, Muskogee, 1500 Summit, glass containers, heat resistant glassware. (D)

SOUTH CAROLINA

American Wood Products Corp., Marion, wirebound boxes, veneer. (D)

W. R. Grace & Co. (Cryovac Co.), Simpsonville, plastic bags. (D)

Laurens Glass Works, Laurens, glass containers for food and beverages. (D)

Sonoco Products Co., Hartsville, paper cones and tubes. (E)

TENNESSEE

O. B. Andrews Co., Chattanooga, Rossville Blvd., G. W. Boh, Pres. Paperboard, corrugated and solid fiber containers, folding cartons. (D)

Chapman & Dewey Lumber Co., Memphis, 181 W. Mallory Ave., boxes and box shooks. (D)

Chattanooga Glass Co., Chattanooga, Alton Park, C. R. Avery, Pres. Glass containers. (D)

Cleveland Container Co., Memphis, 1311 Rayburn St., William Haughey, Mgr. Paper tubes, cores, cans; metal cans. (D)

Cumberland Case Co., Chattanooga, 1 Wichee St., William W. Robinson, Pres. Milk bottle cases, poultry equipment. (D)

National Distillers Products Corp., Cooperation Div., Memphis, 155 Wisconsin Ave., whiskey barrels. (D)

Shelby Paper Box Co., Memphis, 1170 Manassas St., corrugated shipping cases, folding paper boxes. (D)

Werthan Bag Corp., Nashville, 1400 8th Ave., N. Joe Werthan, Pres. Cotton, burlap and paper bags, cotton textiles. (E)

TEXAS

American Can Co., Houston, Lockwood & Clinton, W. S. Puffer, Mgr. Paperboard milk containers, metal cans. (D)

Bemis Bros. Bag Co., Houston, 2002 Lyons, G. M. Ross, Mgr. Cotton and burlap bags; polyethylene and paper bags. (D)

Container Corp. of America, Fort Worth, 2617 W. 7th St., J. R. Neil, Gen. Mgr. Paper and corrugated boxes; cartons. (D)

Continental Box Co., Inc., Houston, 2324 Maury, S. Frank Talbert, Pres. Boxes, crates, corrugated shipping containers. (D)

Continental Can Co., Inc., Houston, 105 N. Greenwood, F. J. Coyne, Plant Mgr. Metal containers. (D)

Cummer-Graham Co., Beaumont, 1695 Calder, F. H. Warren, Pres. Wirebound fruit and vegetable boxes; poultry boxes, crates. (D)

Ideal Co., Waco, 2400 Mary. (D)

Lone Star Bag & Bagging Co., Houston, 2215 Dumble, M. M. Field, Pres. Cotton bale wrappers; burlap, cotton and open mesh bags, paper bags. (D)

F. H. Maloney Co., Houston, 2301 Texas, F. H. Maloney, Pres. Plastic molding; compounding, molding, extruding and mandrel wrapping of rubber. (D)

Owens-Illinois Glass Co., Waco, 5200 Beverly Dr., G. M. Walter, plant Mgr. Glass containers. (D)

U. S. Steel Corp., Products Div., Port Arthur, Box 1440, J. C. Daugherty, Mgr. Steel drums, pails. (D)

VIRGINIA

Arkell Safety Bag Co., Newport News, Marshall Ave., multiwall paper bags, converted paper products. (D)

E. H. Barnes Co., South Norfolk, Barnes Rd., F. E. Rogers, Plant Mgr. Boxes and shooks. (D)

Butler Lumber Co., Inc., Chase City, boxes, shooks. (D)

Farmers, Inc., Suffolk, fruit and vegetable baskets, cooperage. (D)

David M. Lea & Co., Inc., Richmond, 3 Petersburg Pike, wirebound boxes. (D)

Miller Mfg. Co., Richmond, P. O. Box 1356, T. B. Sanders, Pres. Boxes, crates. (D)

Nansemond Truck Package Co., Inc., Suffolk, fruit and vegetable boxes. (D)

Planters Mfg. Co., Portsmouth, P. O. Box 556, fruit and vegetable baskets, poultry coops. (D)

St. Regis Paper Co., Multiwall Bag Div., Franklin, multiwall paper bags. (D)

Virginia-Carolina Chemical Corp., Richmond, 401 E. Main St., burlap and paper bags, fiber products. (E)

Wortendyke Mfg. Co., Box 1598, Richmond, E. Bruce Livy, Pres. Paper bags, twines, fabrics; seaming cords, gummed tape, commercial envelopes. (D)

WEST VIRGINIA

Eagle Mfg. Co., Wellsburg, oilers, oil and gasoline cans. (D)

Hammond Bag & Paper Co., Wellsburg, Eighteenth & Charles streets, multiwall paper bags. (D)

Hazel-Atlas Glass Co., Wheeling, 15th & Jacob streets, glassware—jars, bottles; fruit jars, cosmetic ware, tableware; bottlers' supplies. (E)

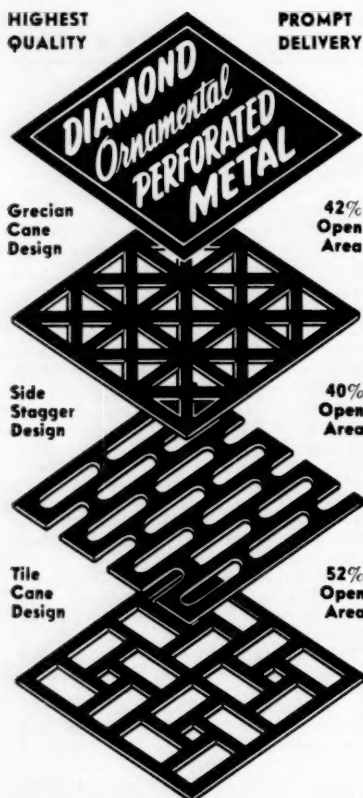
Owens Illinois Glass Co., Huntington, glass bottles, jars, containers. (E)

Universal Glass Products Co., Parkersburg, glass containers. (D)

West Virginia Glass Specialty Co., Inc., Weston, glassware, ice tubs, compotes, jugs, stemware. (D)

HIGHEST
QUALITY

PROMPT
DELIVERY



Need Holes in Metal Sheets?

Several considerations must usually be observed. The design should be attractive in appearance, with adequate open area, while still, for some purposes, affording suitable concealment of what lies behind or underneath.

WHEREVER perforated metal is required, and it has thousands of applications today, you'll do well to contact DIAMOND. Forty years of widely diversified experience and hundreds of modern tool arrangements, enable us to give unsurpassed quality and delivery at competitive prices.

Catalog 39 shows many interesting applications and contains complete illustrated working data. No charge or obligation, but kindly state business connection.

DIAMOND MANUFACTURING CO.
WYOMING WILKES BARRE AREA PENNA.

West Coast Plant, Diamond Perforated Metals Co.
17915 So. Figueroa St., Gardena, California
Los Angeles Area

Herbert M. Meyers, Director of Design, Atlanta Paper Company, has won many national awards in graphic design competition. He offers here a searching analysis of design problems in the South, and some interesting suggestions for a new look at . . .

PACKAGE DESIGN IN THE INDUSTRIAL SOUTH



No longer can you obtain the advice of the friendly neighborhood grocer to help you decide your purchases. Today your only assistance comes from a vast array of flat and round printed surfaces—confusing, immobile, impersonal creatures that shout for your attention with an abundance of color. These are today's "silent salesmen"—these are the packages of today.

How will your package affect your customer's choice of purchase? Will it tell her about the merchandise inside? Will it attract her? Will it repel her? Will it make the product hidden inside look appetizing—or unappetizing? Will it form her opinion of your product as being cheap or expensive, plentiful or stingy, difficult or easy to apply—in short, will your package tell your customer about your product as you want your customer to think?

The responsibility for stimulating this positive—or negative—response is thereby placed squarely on the shoulders of the package designer and the management with which he deals.

For this reason it is surprising how few executives, even today, recognize the crucial significance of the design of their packaged products. Too often this decision, affecting a wide segment of population, is made on the basis of individual likes or dislikes. Too often this crucial phase of consumer acceptance of your product is placed into the hands of persons unaware of, unfamiliar with or disinterested in the total sales picture of your company. Often this decision is made in haste, or with the main emphasis on economy. More often design is treated merely as a means by which to embellish the printed word on the container.

The industrial South, in spite of an industrial growth which was recently described by a large corporation president as "Unbelievable," has been lagging in the neglect of this important phase of merchandising even worse than the rest of the nation. This is evidenced by the almost total lack of industrial design organizations in the South such as are common in the industrial areas of the Eastern, Western and Central United States. Much of package design is handled through local agencies who are not always as fully schooled in the functions, techniques and scope of package design as they perhaps should be, if they are to take the responsibility for the creation of a company's "silent salesman." The few package design specialists that live in the South are unable to furnish ade-

Not so long ago "packaging" was little more than a neatly wrapped parcel with a string around it. Today packaging is one of the largest industries in the United States. Its sales figures for 1956 were estimated at \$15½ billion, almost twice the figure of automobile sales during the same year.

With the evolution of suburban living, a vast change has been taking place in the marketing of almost every kind of consumer product. Suburban shopping sections attract a great number of customers from surrounding areas, with the Super-Market, in most instances, leading the field of shopping attractions. Two-car families are on the increase, leaving the housewife less dependent on husbandly assistance in shopping. Self-service stores make room for more merchandise at reduced cost.

PACKAGE DESIGN

quate results because they lack the necessary funds to do a thorough job. The complaint looms large among Southern designers that they are asked to design packages at bargain-basement rates. Many good designers in the South eventually throw up their hands and move north—adding to the dilemma of inadequate design facilities in the South.

A few Southern industrialists, who have a better understanding of the importance of merchandising and packaging programs usually go to the large design firms in New York or Chicago to have such a program implemented. Recently the labels for Snowdrift (New Orleans, La.) shortening were re-designed in New York; Dixie Sugar, Coca-Cola, Colonial Stores, Snow Crop Frozen Foods, and many other southern firms have their packages designed elsewhere. This unfortunate situation is due to the lack of near-by facilities to handle such design projects. The responsibility for this discrepancy rests on the shoulders of that segment of industrial management in the South, whose interest in package design has not kept pace with other growth factors.

This is difficult to understand since the package is the most powerful available visual symbol by which to promote and sell their product. It provides the most direct and often the only means of communication between manufacturer and consumer. While advertising sets the stage for a sale—the package on the shelf must complete the cycle by acting as a positive sales-stimulant. The decision for such an important aspect of your product's success or failure must be on a top management level. This is the only level of management which is sufficiently informed of the company's goals, policies and plans to emit to the designer the full understanding of the scope of the product for which he will have to develop an effective sales-package.

MANAGEMENT RESPONSIBILITY

Package design should be started on a management level where production techniques, purchasing policies or technical requirements are not a pre-occupation. The packaging program should be handled by a group of executives who can implement the policies set by top-management and who have broad understanding of all the aspects of merchandising and product sales. This group, possibly in the form of a "packaging committee," should familiarize themselves with at least the basic funda-

when you want "more" than just castings

contact us for:

constant quality
on-time delivery
patterns from
blueprints
free estimates
modern facilities

. . . 99 years' experience
is at your service
when you write:

**Foundry Contract Division
PHILLIPS & BUTTORFF CORP.**

Nashville 3, Tennessee



Since 1919 . . .

**DESIGNING AND BUILDING SPECIAL MACHINERY
AND MACHINE PARTS**

For 37 years West Engineering has ingeniously designed and built special machinery and machine parts to solve manufacturing and production problems of U. S. and foreign industry. Sturdiness, accuracy, and dependability are built-in features of West built machinery.

West Engineering's designing and building experts can solve your machinery problem. Phone collect, or write for complete information.

west

Dept. R, Vawter Ave.
on C & O Ry.
Richmond, Virginia
7-3057





SCISSORS SNIP . . .
AND

SOLITE[®]

PRODUCTION

HITS 1 MILLION CUBIC YARDS A YEAR



New Solite Plant at Leaksville Junction, Va.

June 1, 1957 marked a major milestone in SOLITE history. For on that day the new Leaksville Junction plant was dedicated with ribbon-cutting ceremonies, and went into an operating production schedule of 24 hours a day. 7 days a week.

Add this production to that of the other two plants at Brems Bluff, Va., and Aquadale, N. C., producing SOLITE and the total is more than 1,000,000 cubic yards a year.

There's good reason for this dramatic growth. For SOLITE is the only product of its kind — a controlled, manufactured aggregate made from quarried slate. SOLITE is extra light, extra strong. It is fire resistant, sound absorbent . . . rust proof, termite proof . . . a natural insulator.

Consult your local Block Manufacturer about the advantages of building with Solite Lightweight Masonry Units.

CONGRATULATIONS—To the American Institute of Architects on its 100th anniversary. Established by 13 men of vision and foresight in 1857, A.I.A. since then has grown in stature and size under the capable leadership of America's outstanding architects.

SOLITE[®]

OFFICES: Box 9138, Richmond, Va. • Box 1843, Charlotte, N. C.

PLANTS: Aquadale, N. C. • Brems Bluff and Leaksville Junction, Va.

mentals of package design. They must clarify their own thinking in the area of visual communication, must formulate a company sales program which will effectively promote not just a single product, but the entire line of company products. Beyond this, they should keep an open mind towards the development of a company design program with the help of design organizations trained in this area of communication.

Package design decision should never be based on individual taste. The "I-think-it-should-look-this-way" method of decision is dangerous and can have disastrous effects on your sales-picture. Consumer research has brought to light some of the most amazing phenomena of human behavior. It has been found, for example, that certain trade-marks or even trade-names have had detrimental effects on sales. It is said that the color yellow, though considered to be the most attention-getting of all colors, is often disliked by women. A can of peas may show a picture of peas which the female consumer will judge oversized or undersized. A piece of cake may be pictured so delicious that many women might reject the package in suspicion of fake-content. A package containing icing-ingredients, but showing an entire icing-covered cake, may annoy the housewife for its apparent misinformation. A "crown" trade-mark may cause a budget product to appear expensive. An expensive product, on the other hand, may be cheapened from harsh "nuts-and-bolts" package colors.

All these pitfalls and many more can be avoided if management will approach the packaging program with an open mind and the full recognition of the significance of such a program at the point-of-sale. A package designer should be called in *before* all-over plans have already been crystallized. He should be given all available background information on your product as well as competitive products. He should find co-operation on every level of management to implement a thorough search for the most effective program. Adequate fees should be provided (a minimum of \$1500 per package) and sufficient time allowed for the program development (no less than a month per package). Above all, under the direct leadership of top-level management, the packaging program must be implemented within the framework of the entire sales, production, merchandising, advertising, distribution, public relations and other company programs.

Under such conditions, industry in the South will find that package design can be their most powerful instrument in the development of a product success story. They will find that funds set aside for a design will be but a fraction of production, sales and advertising

costs. They will find that the implementation of the combined efforts of the management group towards a successful package design program will be instrumental in keeping pace with the fabulously rapid growth of industry in the South and throughout the nation.

THE SOUTHWIDE MARKET RESEARCH CONFERENCE

JULY 22 — BALMORAL HOTEL — MIAMI BEACH, FLORIDA

For several years the Southern Association of Science and Industry has felt that one of the major needs of the South was more comprehensive knowledge of the industrial and consumer markets of the region. In 1955 this thought was presented to the Southern Governors' Conference. After consideration of this problem, the Governors requested that SASI plan a regional conference to explore opportunities and needs in this field.

After a year of study, SASI has set this first Southwide Market Research Conference for July 22. The meeting will be held at the Hotel Balmoral at Miami Beach. A number of national, regional and state organizations are cooperating to help SASI to explore this problem.

It is not expected that this meeting will be a large open conference. Instead it will be an informal working session in which carefully selected experts will participate in panel-seminars. Individuals and organizations who are active in the field of market research as it applies to the great Southern industrial and consumer markets are invited to come to Miami and join in the conference. Results and recommendations growing out of the conference will be presented to the Southern Governors' Conference at their next meeting in September of this year.

The primary objectives of the Conference are threefold:

1. To answer the question, "Who needs research in Southern markets, and how reliable, productive sources for this type of information can be developed.
2. To identify those persons and organizations which are the best-informed and most active in the area of market research in the South.
3. To indicate possible directions that market investigations in the region will take in the future.

Requests for conference reservations should be addressed to SASI Headquarters, Conway Building, North Atlanta 19, Georgia. The fee is \$15.00 per person, payable in advance. Hotel reservations should be addressed directly to the Hotel Balmoral, 98th to 100th Street, Miami Beach, Florida.

THE SOUTHWIDE MARKET RESEARCH CONFERENCE

July 22, 1957

Hotel Balmoral

Miami Beach, Florida

Sponsors: The Southern Association of Science and Industry

The First Research Corporation, Miami, Florida

Chairman of the Conference: Philip W. Moore, President, First Research Corporation, Miami, Florida

8:30-9:00 REGISTRATION

9:15

Background of the Conference

H. McKinley Conway, Research Consultant
Southern Association of Science and Industry

9:30-12:00 MORNING SESSION—SEMINAR

Who Needs Research in Southern Markets

1. Manufacturer—Metals

W. B. Bernstrom

Director of Industrial Marketing
Reynolds Metals Company
Louisville, Kentucky

2. Manufacturer—Chemicals

Vernon Childress

Director of Market Research
The Tennessee Corporation
Atlanta, Georgia

3. Retail Merchandising

Frank Parsons

Manager, Source Development
Sears, Roebuck & Company
Southern Division
Atlanta, Georgia

4. Public Service

W. Wailes Thomas

General Utilities Manager
Southern Bell Telephone & Telegraph Co.
Atlanta, Georgia

5. Trade Association

Frank McCord, Director

Market Research Section
National Cotton Council
Memphis, Tennessee

6. Public Utility

Alan C. Mustard, General Manager

Commercial Electric Operations
South Carolina Electric & Gas Company
Columbia, South Carolina

7. Land Transportation

R. E. Boyle, Chairman

Southern Freight Association
Atlanta, Georgia

8. Air Transportation

Walter Imrie

Air Transportation Economist
Lockheed Aircraft Corporation
Marietta, Georgia

9. City Planning

Philip Hammer

Hammer and Company
Atlanta, Georgia

12:30

LUNCHEON SESSION

1. Keynote Address: **Expanding Southern Markets—Dr. Frank J. Soday**, President Southern Association of Science and Industry

2. First Research Corporation
Annual Award

Outstanding Contribution to Economic Development of Florida—To **Governor Leroy Collins** of Florida

2:00-4:00 AFTERNOON SESSION—SEMINAR

Current and Future Southern Market Research Programs

1. Market Consultant

Earl Van Sciver, Exec. V. Pres.
First Research Corporation
Miami, Florida

2. University Research

Barton A. Westerlund, Asso. Prof. Mktg.
University of Miami
Miami, Florida

3. Research Institute

Dr. L. J. Tidrick, Chairman
Department of Industrial Economics
Southwest Research Institute
San Antonio, Texas

4. Financial Institution

Arthur H. Jones, Vice President
American Trust Company
Charlotte, N. C.

5. Consumer Media

(Newspapers, radio, TV, etc.)

Robert J. Covington

Vice President & Managing Director
WBT Radio, Charlotte, N. C.

6. Farm Publications

Orville C. Demaree

Research Director
PROGRESSIVE FARMER
Birmingham, Alabama

7. Business Press

J. W. Pruett, Jr., Asst. Editor
MANUFACTURERS RECORD
Atlanta, Georgia

8. Advertising Agency

H. E. McDonald, Research Director
Fitzgerald Advertising Agency, Inc.
New Orleans, Louisiana

9. Government Agency

Victor Roterus, Director
Area Development Division
U. S. Department of Commerce
Washington, D. C.

4:00

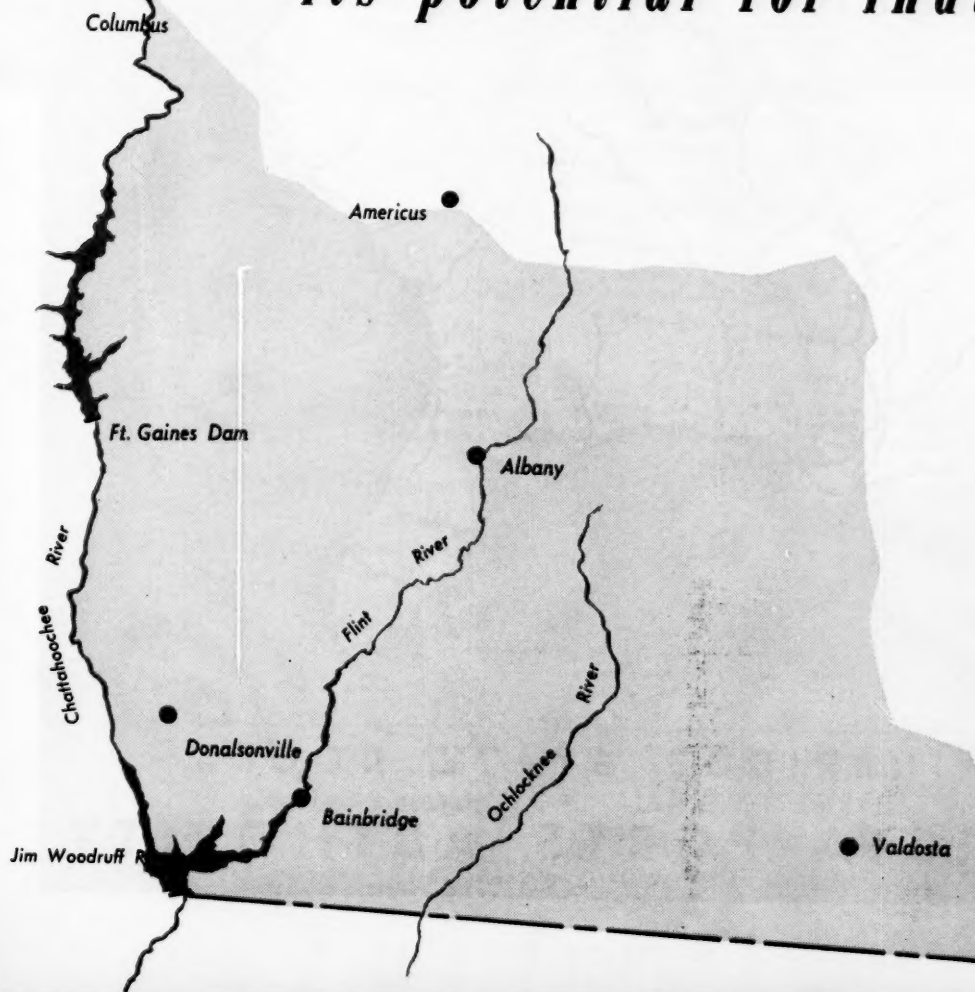
Conference Summary—**Mr. Philip Moore**, Chairman of the Conference

Auto Rentals may be handled by **Morse Auto Rental, Inc.**, 7726 NE 2nd Avenue, Miami 38, Florida. Cars will be delivered directly to hotel.

southwest

GEORGIA

its potential for industry



A detailed map of the United States, focusing on the Mississippi River and its extensive network of tributaries. The map is oriented with North at the top. The Mississippi River is depicted as a prominent dark line flowing from the northern states (Minnesota, Wisconsin, Illinois, Missouri, Arkansas, Louisiana) down to the Gulf of Mexico. Major tributaries shown include the Great Lakes (Superior, Michigan, Huron, Erie, Ontario), the Ohio River, the Tennessee River, the Cumberland River, the Arkansas River, the Red River, the Atchafalaya River, and the Gulf Intracoastal Waterway. Numerous cities are marked with dots and labeled, including Minneapolis, St. Paul, Chicago, St. Louis, Kansas City, Omaha, New Orleans, Houston, and many others. State boundaries are indicated by dashed lines, and state abbreviations (e.g., N. DAK., MINN., IOWA, WISC., ILL., IND., OHIO, KY., TENN., GA., FLA., ALA., MISS., ARK., MO., OKLA., NEBR., KAN., W. VA., MD., N. C., S. C., N. Y., N. H., ME.) are placed within their respective states. The Gulf of Mexico is labeled at the bottom, and the Atlantic Ocean is visible on the right side. The map is a high-contrast, black and white illustration, likely a reproduction from a historical document or a technical drawing.

LEON WILLIAMS, Director



Aerial view of Columbus shows the head of navigation at the railroad bridge. Largest city in Southwest Georgia and located on the Georgia-Alabama line, Columbus will have an adequate channel to the Gulf of Mexico as soon as current lock and dam projects on the lower Chattahoochee River are completed.

By JOUETT DAVENPORT, JR.

Southwest Georgia, an area encompassing about a quarter of the state, is a section of the South which offers excellent opportunities for the development of new industries and for general economic expansion.

In addition to its own market potential, the area is adjacent to important markets in Florida and Alabama. It is criss-crossed with adequate major highways and secondary roads, has good rail facilities, and is the key area in the Apalachicola-Flint-Chattahoochee River System.

Southwest Georgia also is a good place in which to live and to visit. It is described, for example, in a brochure prepared by the Georgia State Chamber of Commerce, as a section "where historic interest, natural wonders, recrea-

tional variety and delightful scenery all combine. Broad highways, comfortable accommodations, tempting fare, traditional hospitality are trademarks of this colorful area."

Columbus, the largest city in the area

FEATURE AREA SERIES

This editorial survey was sponsored by the Georgia Department of Commerce, the Georgia Power Company, and the Georgia Ports Authority. Reprints may be obtained from Scott Candler, Secretary, Georgia Department of Commerce, State Capitol, Atlanta.

and located on the Georgia-Alabama line, will have an adequate channel to the Gulf of Mexico as soon as current lock and dam projects on the lower Chattahoochee River are completed.

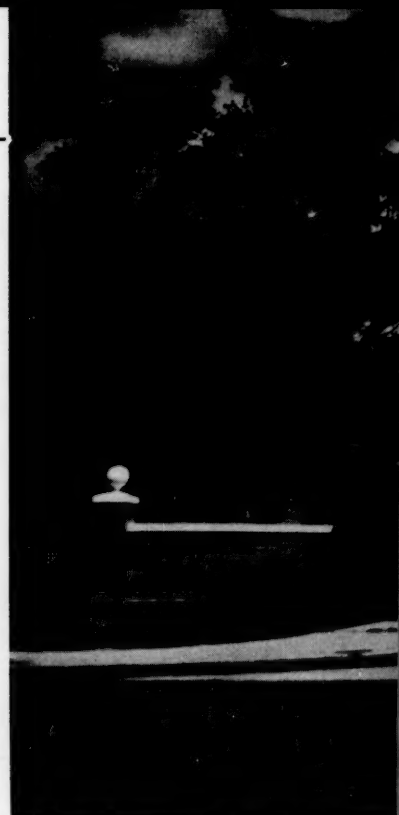
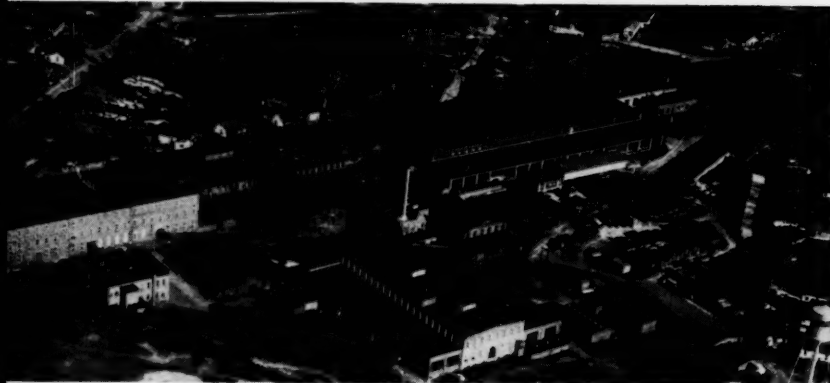
The new Jim Woodruff dam, located where the Chattahoochee and Flint rivers join to form the Apalachicola, resulted in the formation of a 37,000-acre lake and marked the first step toward providing navigable channels for cities to the north.

The projects, already set, which will provide a nine-foot channel to Columbus are the locks and dams to be built on the Chattahoochee river at Columbus, Alabama, and Fort Gaines, Georgia.

Navigation has already been provided above the Jim Woodruff dam to

SOUTHWEST GEORGIA

Typical of the older and stable industries which have aided the growth of Southwest Georgia cities is the Lummus Cotton Gin Company of Columbus. Lummus makes ginnery machinery, and employs between 400 and 500 persons.



Bainbridge, and that city on June 4 officially became Georgia's first inland port. The first vessel to arrive there was a freight barge loaded with 10,500 barrels of asphalt from Mobile, Alabama. The cargo is being used on roads in Georgia and northwest Florida.

Albany

Albany, situated north of Bainbridge on the Flint River, also is seeking a nine-foot channel. For this, two additional dams will have to be constructed, and currently the Corps of Engineers is studying the feasibility of such construction.

Besides navigation, the ultimate full development of the Apalachicola-Flint-Chattahoochee River System Project will result in more power and recreational facilities, conservation and flood control.

As supplied by the U. S. Corps of Engineers, here are details on the whole river system development, including the projects of vital interest to the Southwest Georgia area:

"The Chattahoochee River rises in Habersham and White Counties in the northeast corner of Georgia. It flows southwest for about 215 miles to West Point, Georgia, then southward for 200 miles to its juncture

with the Flint River. The drainage areas of the Chattahoochee River above the mouth and above Columbus are 8,650 and 4,691 square miles, respectively. The basin above the Fort Gaines dam site having an area of 7,507 square miles is 250 miles long and an average of 30 miles wide.

"The selected site for the Fort Gaines Lock and Dam is located 75.2 miles above the mouth of the Chattahoochee River and 75.5 miles above Jim Woodruff Dam. It is 1.1 miles north of the town of Fort Gaines, about 60 miles south of Columbus, Georgia, and about 35 miles northeast of Dothan, Alabama. The structures will lie partly in Henry County, Alabama and partly in Clay County, Georgia. The reservoir formed by the dam will extend for 86 miles to Columbus.

"The area considered tributary to the authorized waterway involves all or part of 7 counties in southeast Alabama, 4 counties in Florida, and 18 counties in Georgia with the limits being about 40 miles on either side of the river. The area adjacent to the Fort Gaines reservoir is principally agricultural. The only urban and industrial development is located at Eufaula, Alabama, 22 miles

above the dam and at Columbus, Georgia, and Phoenix City, Alabama along the upper reaches of the reservoir. The latter cities will provide the principal source of commerce for the waterway. These cities had populations of 6,900, 118,485, and 23,305, respectively, in 1950. The metropolitan area at Columbus has a total population of 170,540.

"The project proposed for the Fort Gaines development consists of a lock located in the left bank; rolled earth fills to high ground on the right and left banks; a spillway and powerhouse in the river at mile 75.2; and, a reservoir having an area of 46,000 acres at normal pool extending 86 miles to Columbus. The project will have a normal upper pool at elevation 190 with a seasonal drawdown to elevation 185. With a normal lower pool at elevation 102 created by the Columbia Lock and Dam, the maximum lift will be 88 feet. The powerhouse will have an installed capacity of 130,000 kw.

"The overall length of structures will be 13,570 feet. The earth dam from high ground on the left bank to the lock will be 5,810 feet long and have a maximum height of 66 feet. The lock chamber will be 82 feet



Georgia Southwestern College, a unit of the Georgia University System, offers a beautiful campus as well as the highest scholastic standards. Georgia Southwestern is located at Americus, and is attended by 400 students.

wide and have a clear usable length of 450 feet. The powerhouse will be 319 feet long and contain 4 units each of 32,500 kw. The spillway between the powerhouse and lock will be 692 feet long and will be controlled by 14 tainter gates 42 feet long by 29 feet high. The concrete gravity dam between the spillway and the lock will be 183 feet long and have a maximum height of about 94 feet. The earth dam from the powerhouse to high ground on the right bank will be 6,130 feet long and have a maximum height of 64 feet. The estimated cost of the project is \$88,000,000. Construction is scheduled to be completed in 1962."

Business leaders at Columbus feel that development of the navigable channels will benefit industry throughout the area. Also, the system of dams will provide an almost unlimited supply of water which is vital both to industry and to over-all economic expansion.

Columbus

Columbus, as a metropolitan area, has an interest in 22 west Georgia and east Alabama counties which fall with-

in a radius of approximately 75 miles of the city.

An example of the excellent transportation facilities which exist in Southwest Georgia may be seen in the fact that seven railway lines, operated by the Central of Georgia, Seaboard Airline and the Southern Railway, all serve Columbus.

These lines operate 24 freight schedules in and out of the city daily, in addition to extra schedules when required.

Motor freight service can move in and out of Columbus on the eight modern paved highways running through the city, and 15 local and national motor freight lines operate terminals there.

Nineteen daily airline schedules are provided by Delta and Eastern Air Lines and Southern Airways, and 10 bus lines operate 146 schedules in and out of Columbus each day.

Latest estimates on population in the Columbus Metropolitan area show 234,100 individuals and 51,700 families. Effective buying income for the area totals \$379,416,000, and buying income for each family is very high at

\$7,339.

Columbus has 35 white and 15 negro public schools, and the schools provide special courses in industrial training adapted to individual plant requirements when desired.

Also in the city are 160 churches, three hospitals, six hotels and 14 motor courts.

Plant Sites

A number of plant sites are available in Columbus, all close to the central business district, and all necessary service facilities for industry are also available in the plant site areas.

Virtually all the highly skilled workers in the area are employed, but there are situations where workers are employed below their highest skill due to lack of employment opportunities. Insofar as semi-skilled and unskilled types of labor are concerned, the supply of these in the area has been abundant for some time.

Albany, the next largest city in Southwest Georgia, is located 90 miles southeast of Columbus. It has a population estimated at 45,100 within the city limits. The primary trade area, covering a 25-mile radius, has 148,000

SOUTHWEST GEORGIA

population, while the secondary trade area, extending over a 50-mile radius, has an estimated 410,000 population.

Rated as one of the most enterprising and progressive cities in the "New South," Albany was founded in 1836 by Nelson Tift, a Yankee from Connecticut. The broad, palm-lined streets that Albany has today are a monument to his foresight in laying out what was to become quickly a flourishing community.

Rail Service

Freight and passenger service in and out of Albany is provided by five railroads, the Atlantic Coast Line, Central of Georgia, Seaboard, and Georgia Northern and Albany Northern.

Motor freight service is provided by six Class A common carriers with terminals that offer overnight service to most points in the Southeast and second-day service to distances up to 500 miles. There are five additional lines which also offer interstate service.

Forty-eight daily schedules are operated in and out of Albany, and the city is located on U. S. Highways 19 and 82, and State Highways 50, 62, 91, 133 and 234.

Eastern Air Lines has five daily schedules serving the city, while Southern Airways has six daily flights there.

With adequate auditorium and stadium capacity, Albany has extensive amusement facilities, and fishing and hunting are excellent in the area. Nearby Radium Springs is one of the South's most popular resorts. With a flow of 70,000 gallons of pure, clear water a minute, the spring is the largest in the state.

Other recreational facilities are offered at Chehaw State Park, a 650-acre tract about one mile north of Albany.

In addition to continuing cultural activities, the city has 48 white churches, a modern hospital, six hotels and 14 modern motels.

An outstanding feature of Albany is its fire department which has won five national awards. As a result of the department's efficiency, Albany has the lowest basic fire insurance rates of any city of comparable size in the Southeast.

Water Supply

The water supply, always a matter of interest to industry, is virtually unlimited at Albany. The supply for use by the city comes from deep wells, and the city has a daily pumping capacity of 19 million gallons and an average

daily consumption of 13 million gallons. Pumping capacity can be increased whenever the need occurs.

The Flint River, with an average daily flow at Albany of 316 million gallons a day, assures an ample supply of water for processing and effluent of small and large industries.

Industrial sites are available in the Albany area for future expansion, and the city's present industrial community is characterized by a wide diversity of operations.

Another important city in the Southwest Georgia area is Valdosta. With a population in excess of 35,000, and more than 50,000 in the Lowndes County area, Valdosta is in the center of a growing market area.

It is noteworthy that the city has a concentration of 37 churches, and 70 per cent of the population are church members.

Educational facilities include six white public schools, three for Negroes, one parochial school, and one vocational school. Also there is located there Valdosta State College, a unit of the University System of Georgia, and Emory Junior College.

The city has 65 existing industrial plants, and the leading industries are naval stores, timber, pulp and paper, textiles and metals.

Recreational facilities include two parks, a golf course and four swimming pools.

With approximately 400 stores and 82 service establishments, Valdosta has annual retail sales of more than \$66 million.

The city is served by both Southern Airways and National Air Lines, several motor freight lines, and the Atlantic Coast Line, Southern, Georgia & Florida, and Valdosta-Southern railroads.

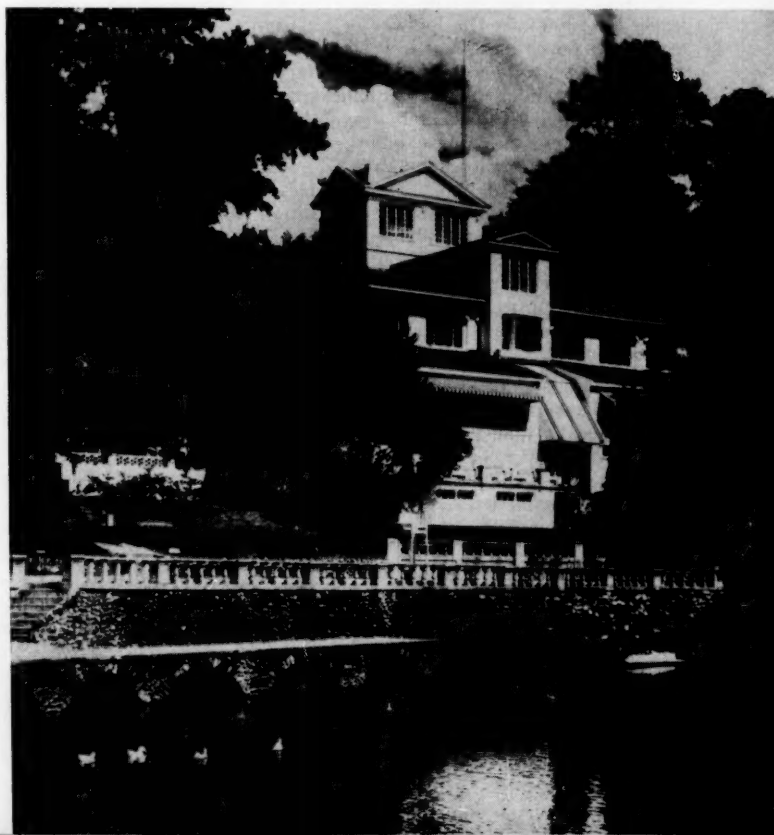
U. S. Highways coming into Valdosta are 41 and 84, along with State Highways 31, 125 and 94.

The raw water supply of Valdosta is from wells with a volume of 20 million gallons a day, and the filtered supply city system volume is 5 million gallons a day.

Americus

Americus, in Sumter County, has an industrial corporation which is willing to invest up to \$50,000 for a desirable tenant. Latest available population figures show that the city has 13,500 persons, and the county population is 25,500.

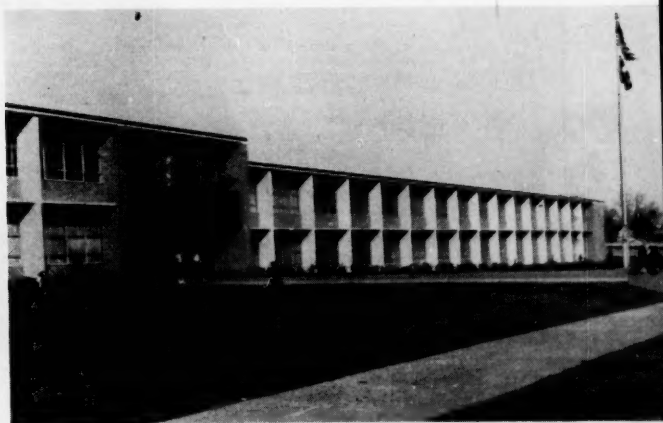
The labor supply of skilled and semi-skilled workers is adequate to take care of continuing industrial expansion. The city has some 40 existing plants. The



Thomasville, home of the nation's most beautiful roses and sprawling plantations, also offers industrial growth to Southwest Georgia. A leading industry there is the Sunnyland Packing Company. Here, row after row of beef is being stored in a chilling room at Sunnyland.



Radium Springs, one of the nation's most popular resorts, is located four miles south of Albany. This Spring is the largest in the state, and is one of the most beautiful to be found anywhere, having a flow of 70,000 gallons of pure, crystal-clear water per minute. Radium Springs offers tourists a wide variety of entertainment in lush natural surroundings.



Here is the spacious new Albany High School, recently completed at a cost of \$2.5 million. In the rear of the school are to be found its shops, a gymnasium, an auditorium, and the Mills Memorial Stadium.

SOUTHWEST GEORGIA

three principal industries there produce shirts, hampers and chairs.

There are six public schools and Georgia Southwestern College in Americus, a 150-bed hospital, several parks and playgrounds, 13 churches, a golf course and three swimming pools.

The 296 stores in Americus and 51 service establishments handle an annual retail sales volume of more than \$16 million.

The city is served by two motor freight lines, a bus line, and the Central of Georgia and Seaboard railroads. Several state and federal highways go through the city.

The water supply is from five deep wells and Americus is also near the Flint River which gives an adequate

supply of water for all uses, including industry.

Moultrie

Moultrie, which can lay claim to an unusually high level of business activity, has a population estimated at 16,000. The population of Colquitt County is approximately 36,000, while some 73,854 persons are in the 25-mile-radius trade area of Moultrie.

Recreational and amusement facilities at Moultrie include several theaters, a golf course, swimming pool, and sports activities.

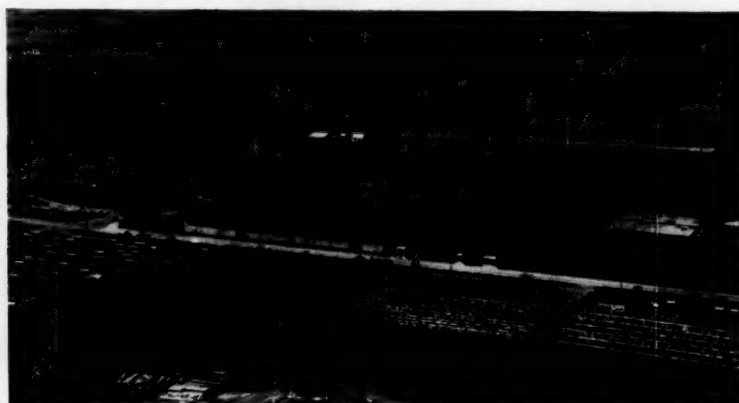
The 62 churches represent 12 denominations, and Moultrie has a junior college, and seven other schools including a vocational school.

Net income per family in the city is estimated at \$4,082. The 48 manufacturing establishments have an annual payroll of close to \$14.7 million, and latest estimates on retail trade through 221 outlets was \$36.7 million annually.

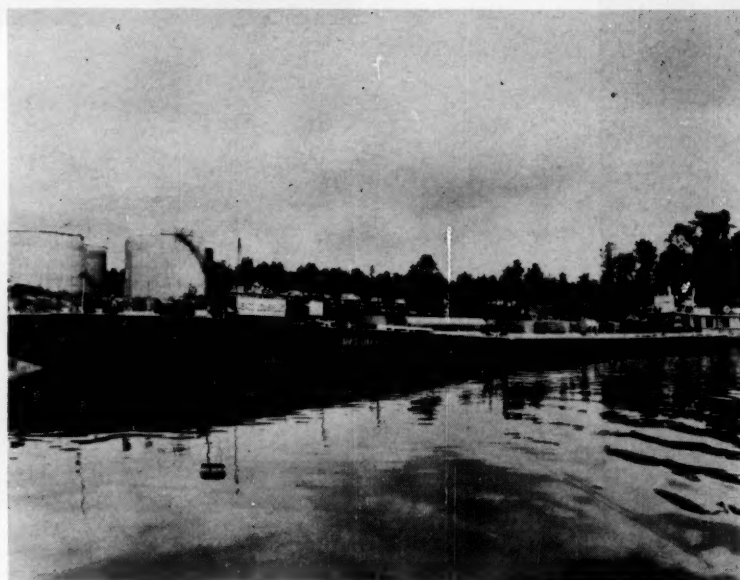
Vereen Memorial Hospital at Moultrie has 84 beds, plus a new addition for more accommodations. There are also two hotels, three motels and four trailer courts.

Moultrie is served by three railroads, the Georgia Northern, Georgia & Florida, and the Atlantic Coast Line. One bus line, three motor freight lines and Southern Airways also provide service in and out of the city. Highways are U. S. 319 and State 33, 35, 37, 111 and 133.

An aerial view shows the Dayton Veneer and Lumber Company, a large and growing industry located in Americus. A total of 290 employees work here, engaged in the manufacture of baskets and hampers.



The first barge to arrive in Bainbridge since the completion of the Jim Woodruff Dam and Lock is pictured at American Bitumuls and Asphalt Company's Bainbridge Terminal. Asphalt is barged from their mobile refinery into Bainbridge, and then distributed throughout Georgia, and parts of Alabama and Florida.



Colquitt County is important agriculturally, containing 2,678 farms, the products of which were valued at \$11,887,722 in the latest Census of Agriculture.

The water supply for Moultrie is from artesian wells. Present facilities have a pumping capacity of 252,000 gallons an hour.

Bainbridge

Bainbridge, Georgia's new inland port, is located in Decatur County. With more than 12,800 population, the city has an excellent labor supply. The county population totals approximately 26,000.

Educational facilities at Bainbridge include 12 white public schools, and nine for Negroes. The city now has three hospitals, with a total of 104 beds. A fourth hospital, the Hill Burton, is planned, with construction slated for early 1958. Bonds totaling \$1.5 million have been approved for this new hospital. Recreational facilities at Bainbridge include three parks, two playgrounds, a golf course and a swimming pool.

Bainbridge has 27 existing plants, the major industries being lumber and wood products, and garment manufacturing. Natural resources in the area include timber, pine and gum, brick clay, glass sand, and Fullers earth.

Annual retail sales total close to \$17 million in the retail stores and service establishments.

In addition to the newly-developed water travel facilities, Bainbridge is served by two motor freight lines and the Seaboard and Atlantic Coast Line railroad. The raw water supply is from deep wells.

Thomasville

Another of the larger cities in Southwest Georgia is Thomasville. In Thomas County, which has a population of more than 35,000, Thomasville has in excess of 19,500 persons.

With adequate school facilities for its children, the city also has 22 churches, 140-bed hospital, several playgrounds, swimming pools, parks and a golf course. A hospital addition under construction will increase beds to 180.

Thomasville's approximately 289 establishments do an annual retail business of some \$25 million. Among its 42 manufacturing operations, the principal industrial output is meats, wood products and thread.

Providing transportation to and from Thomasville are a bus line, two motor freight lines and the Atlantic Coast

A MESSAGE FROM THE GOVERNOR OF GEORGIA



Executive Department
Atlanta

MARVIN GRIFFIN
GOVERNOR

June 19, 1957

BEN T. WIGGINS
EXECUTIVE SECRETARY

Industrialists Everywhere!

Georgia has a brand-new Industrial Empire rising in her Southwest corner.

Completion of Jim Woodruff Locks and Dam was the first step in the Federal government's \$200,000,000 development of the Chattahoochee, Flint and Apalachicola Rivers. This multi-purpose development is opening up a fabulous territory deep in the heart of Dixie.

With navigation to the Gulf of Mexico, unlimited hydro-electric power and a huge recreational potential, Southwest Georgia is on the threshold of unprecedented progress and prosperity.

Bainbridge, our first Inland Port, is the hub of this new boom. The barges are coming up to Bainbridge, and from that busy terminal their cargoes are being distributed to three states via fast rail and truck service. A vast new consumer market is in the making.

Georgia invites industries and distributors to pioneer in this new territory. Plants and businesses alike will grow in our growing Southwest Georgia Industrial Empire.

Marvin Griffin
MARVIN GRIFFIN

MG/nd

SOUTHWEST GEORGIA

Line Railroad.

U. S. Highways through the city are 19, 319 and 84, and the state highways are 122, 202, 3, 35 and 38.

Georgia Power

On March 1, 1957, the Georgia Power Company acquired the properties of the Georgia Power and Light Company, serving 20 counties along the southern border of the state. Included in this area are the cities of Valdosta, Waycross, Bainbridge, Jesup, and smaller communities.

The Georgia Power and Light Company was formerly a subsidiary of Florida Power Corporation and received its power supply from Florida. Because of the high cost of fuel oil used in Florida power plants, the level of electric rates in the Georgia Power and Light area was generally higher than the state-wide rates of the Georgia Power Company.

When Georgia Power began serving the South Georgia area, it undertook to develop local sources of power with which to supply the electrical requirements of its new customers. Work was begun immediately on enlarging the capacity of Plant McManus, the Company's 40,000-kilowatt steam-electric plant located at Brunswick. A new addition to the plant will increase its capacity by 75,000 kilowatts, giving it a total capacity of 115,000 kilowatts. Construction is also under way on a new 110,000-volt transmission line from Plant McManus to Waycross. Other new power sources are being developed.

Electric Energy

The Georgia Public Service Commission recognized the fact that high-cost electric energy would have to be purchased from Florida plants until the new power sources are completed; consequently the Commission authorized the Company to maintain the existing rate schedules for a period of at least three years. After that period it is expected that the rate schedules will be made uniform throughout the state. The Company serves approximately 40,000 electric customers in the South Georgia area. This section includes a number of large, modern, progressive industries. However, it is still primarily agricultural and there is room for further industrial development to provide a better balance between farming and manufacturing.

To explore the industrial possibilities of the area, the Company has undertaken a cooperative program with the

Industrial Development Branch of the Engineering Experiment Station of Georgia Tech. Engineers and economists from the Experiment Station, under the direction of Dr. Kenneth C. Wagner, will conduct exhaustive studies designed to answer all possible questions as to the manufacturing potential of the South Georgia region. A series of meetings was held during May in the principal population centers at which representatives of Georgia Tech and the Georgia Power Company explained the program to representative citizens. The intensive research work which the Georgia Tech specialists will undertake is expected to have far-reaching benefits. The Company hopes that other industries and the State itself will support an expanded industrial research program.

Specialists Available

This special research project, which the Company and Georgia Tech are making possible, is in addition to the regular services of the Company's Industrial Development Division. A staff of specialists is available to advise with Georgia chambers of commerce and other promotional groups. These industrial development engineers are in constant touch with manufacturers in the North and East who may be seeking southern locations for new plants. They point out the advantages of Georgia communities whose resources and characteristics fit the requirements of the proposed industrial plant. The services of the Industrial Development Division are available to the South Georgia area along with the Company's other customer services.

Plant McManus, the Georgia Power Company's 40,000-kilowatt steam-electric generating plant at Brunswick. It is being enlarged by the construction of a new 75,000-kilowatt addition. The 110,000-volt transmission line is being constructed from Plant McManus to Waycross.



Cairo

Forward-looking Cairo, which is in Grady County, has an industrial development group with funds to invest for desirable industrial tenants. The city also has a plentiful labor supply in its area.

The population of Grady County is some 19,000, nearly half of which is in Cairo.

Widely known for its pickle manufacturing industry, Cairo also is important as an okra processing center. It has some 24 existing plants altogether.

The city's 434 licensed business concerns and 43 service establishments provide a high level of business activity. A bus line and two freight trucking lines serve Cairo directly, along with the Atlantic Coast Line Railroad.

Highways are U. S. 84 and State 38, 93, 111, 112 and 188.

Cairo has two elementary schools and one high school for whites. The Washington consolidated school for Negroes is one of the largest of its kind in Georgia. County-wide, this elementary and high school has an enrollment of more than 14,000 students.

Recreational facilities include several parks and playgrounds and a swimming pool. Cairo has a plentiful water supply from wells, and close by are the Ochlocknee River and Big Tired Creek.

Tifton

Tifton, in Tift County, also has an active industrial corporation with funds for investment in a factory building for a desirable tenant.

There are 20 churches in the city, four schools and a 75-bed hospital.

Among the 51 plants operating in Tifton, the principal industries produce meats and pharmaceutical products, yarns and woolen textiles. A good supply of skilled and semi-skilled labor is available.

Tifton has several parks and playgrounds, a golf course and swimming pool. The city is served by two bus lines, several motor trucking lines, and the Southern and Atlantic Coast Line railroads. The water supply is from deep wells.

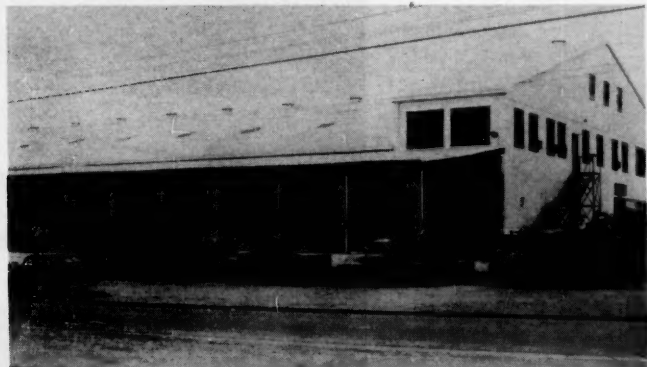
With a population well in excess of 7,000, Tifton is in Tift County.

Camilla, a predominantly agricultural community, has a large labor force available from the surrounding farming areas.

The city has three white and seven colored churches, and 80 per cent of



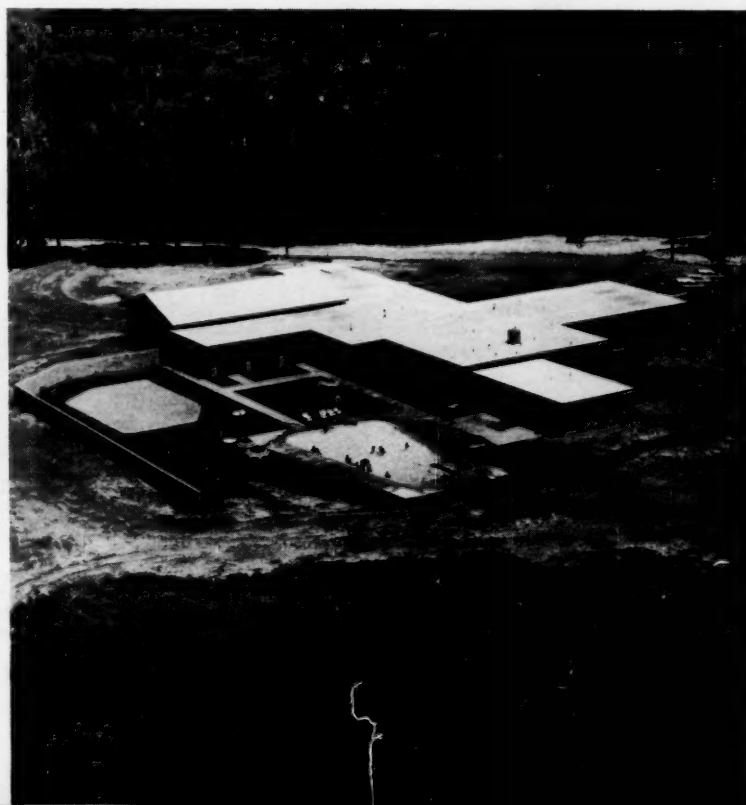
The modern, new St. Francis Hospital at Columbus is typical of the fine medical facilities available to residents of Southwest Georgia.



The Joseph Campbell Company's plant at Cairo combines agriculture and industry. Okra processing, celery trimming and tomato shipping are done here.



One of the important industries of Southwest Georgia is the Manhattan Shirt Company, which occupies the attractive building above. Located in Americus, Manhattan Shirt employs 700 persons.

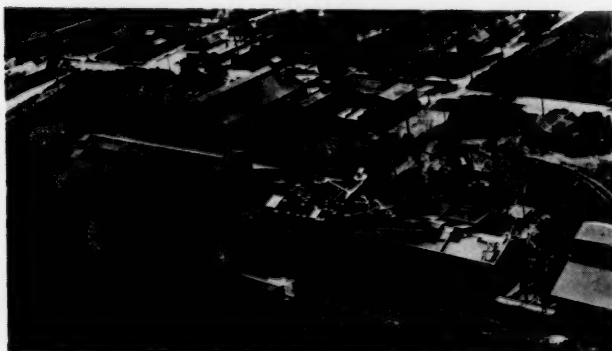


A boon to vacationers and residents of the Albany area, the brand new Radium Country Club has an 18 hole golf course, swimming pool, luncheon area, and many other recreational facilities.

The Dawes Silica Mining company at Thomasville produces sands, silica, and gravel. It is an outstanding example of an industry which is utilizing a natural resource of the Southwest Georgia area.



A major industry of Columbus, Swifts Manufacturing Company appears impressive from the air, and plays an impressive role in Columbus business.



No one denies the vital role played by the humble peanut in the economy of Southwest Georgia. Above are peanut mills, located in Moultrie.

the population are church members. There are two public schools.

Transportation facilities include service from three trucking lines and the Atlantic Coast Line and Georgia A. S. & C. railroads. Water is supplied from an artesian well.

Camilla, in Mitchell County, has a population of more than 4,000.

Blakely, in Early County, is another city with an active industrial corporation willing to invest in a building for a desirable tenant.

Latest available figures give Blakely a population of 3,234, while that for Early County is listed at 17,413.

The city has 10 churches, including those for both white and colored, and adequate school facilities. There is a hospital with 37 beds, plus a clinic. Recreation is provided with a park, playground and swimming pool.

Blakely has 11 manufacturing plants, and there are two others in the county. Principal production is apparel, peanut processing and men's hose. The city's retail establishments last year did a business of approximately \$9.25 million.

Transportation serving Blakely includes a bus line, three motor freight lines, and the Central of Georgia Railroad. Four state highways run through the city, and U. S. Highway 27.

The Chattahoochee River gives Blakely a virtually unlimited water supply, and present consumption is well

SOUTHWEST GEORGIA

below the pumping capacity.

Quitman, with a population of 5,100, is located in Brooks County which has some 17,000 persons.

The city has seven churches, a hospital with 37 beds, and five public schools. Included is a new school for colored children which was opened in the current school year.

Six plants are located in Quitman, producing such things as lumber, meat, plywood and dairy products.

A park, golf course and two swimming pools provide recreation. Quitman's 75 stores and 10 service establishments do an annual retail business of some \$8.5 million, while total retail business in the county is about \$10 million.

A bus line, two motor freight lines, and the Atlantic Coast Line and Georgia Southern & Florida railroads serve Quitman. Highways are State 33 and 76 and U. S. 221 and 84.

Water is supplied from deep wells, and pumping capacity is well above the current average daily consumption rate.

Dawson, in Terrell County, has an active industrial development corporation willing to invest in a building for a desirable tenant.

Dawson has a population listed at 4,411 in the latest available census figures, while the county population totals 14,314.

There are 12 churches, 12 public schools, including those for both white and colored, a park, playground, golf course and two swimming pools. A hospital at Dawson provides 27 beds.

The 10 existing plants there make such things as various agricultural products, shirts and hosiery. Annual retail sales of from \$7 to \$8 million are generated by 25 stores and five service establishments.

Four scheduled truck lines, a bus

line, and the Central of Georgia and Seaboard railroads provide transportation facilities.

Highways through Dawson are State 50, 55, 32 and 118, and U. S. 82. Water is furnished from deep wells. Pumping capacity is 3.5 million gallons daily, while consumption is 450,000 gallons daily.

Following is a list of industrial development units located in principal Southwest Georgia cities. These alert chambers of commerce are ready to give full information about their cities to those who are interested. For further information, write or call the Georgia State Chamber of Commerce and the Georgia Department of Commerce, both located in Atlanta.

ALBANY—

Albany Chamber of Commerce, Industrial Dept., P. O. Box 180, Walter Brown, Mgr.

AMERICUS—

Americus-Sumter City Chamber of Commerce, J. P. Luther, Pres.

BAINBRIDGE—

Bainbridge-Decatur City Chamber of Commerce, Joe E. Chance, Mgr., P. O. Box 383.

BLAKELY—

Blakely Builders and Manufacturers Corporation, c/o Chamber of Commerce.

CAIRO—

Grady City Chamber of Commerce, Industrial Development Committee, Louis A. Powell, Mgr., City Hall, N. Broad St.

CAMILLA—

Camilla Development Corp., c/o Chamber of Commerce.

DAWSON—

Terrell City Chamber of Commerce, Phil Gabler, Mgr.

MOULTRIE—

The 100 Club, c/o Chamber of Commerce, Milton O. Fletcher, Mgr., 112 N. Main.

QUITMAN—

Brooks City Chamber of Commerce, J. R. Austin, Secy.-Mgr., Box 191.

THOMASVILLE—

Thomasville Chamber of Commerce, C. D. Norwood.

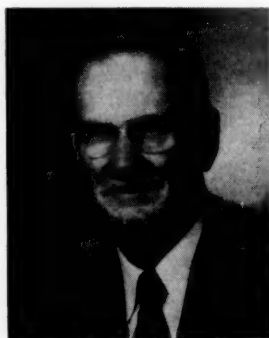
TIFTON—

Tift City Chamber of Commerce, Clarence Streetman, Mgr., Box 137.

VALDOSTA—

Valdosta & Lowndes City Chamber of Commerce, H. T. Amon, Exec. Mgr., 120 W. Hill Ave.

Scott Candler, Secretary of the Georgia State Department of Commerce.



Below is an inside view of the "seamers" at Dawson Hosiery, Inc. Clothing and cloth products are big business in Dawson and other Southwest Georgia cities.



This man's your representative, too

Officially, this man's a representative of the Georgia Power Company Industrial Development Division. If your company is one of the many firms seeking new industrial sites, he's *your* representative, too. That's because he's a highly trained and experienced specialist who can provide you the vast and complex information that's required in selecting today's industrial site.

His work as liaison man between industrialist and the Georgia community with promising industrial potentialities carries him to cities throughout the nation.

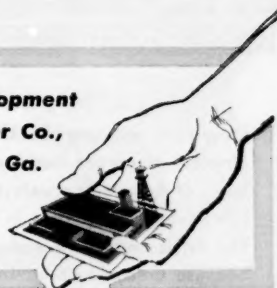
Here are some of the ways he can serve your company:

- Supply information on the industrial possibilities of every section of Georgia and recommend specific buildings, sites, towns, to suit your needs.
- Provide you with accurate data on financing, taxes, transportation, water, building costs, utility rates.
- Make engineering and labor surveys.
- Help you to set up a personnel program.

Rich in resources, Georgia today stands as *the* new frontier on the nation's industrial scene. Let one of our Industrial Development Division representatives tell you the story of this great and growing state.



Write Industrial Development
Division, Georgia Power Co.,
Box 1719, Atlanta 1, Ga.



GEORGIA POWER COMPANY

A C I T I Z E N W H E R E V E R W E S E R V E

GEORGIA'S *got everything!*

GEORGIA'S got everything . . . ideal climate, natural resources unlimited, fine schools, busy cities, excellent transportation facilities . . . all of the good things you want for yourself, your family and your business! Look around—no other state is such a happy medium between northern cold and tropical heat . . . between mountains and sea . . . between working and playing!

If it's a plant location you're seeking, we have excellent sites, a fine pool of willing, adaptable labor, a tax structure that's equitable.

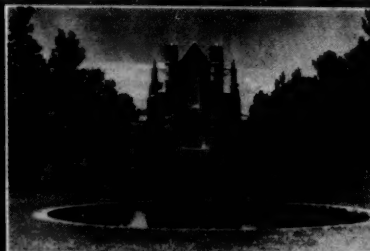
No wonder so many Presidents and people . . . and so many of the nation's biggest industries . . . have made Georgia their home!



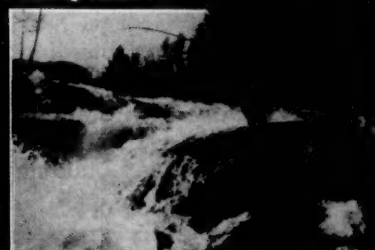
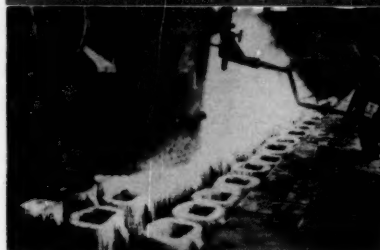
Mountain Lakes . . .



and the Seashore . . . State Parks . . . Year-around Golfing . . .



Busy Cities . . . University Centers . . . Modern Hospitals . . .



Growing Industries . . . Historical Shrines . . . and 365 fishing days a year!

Georgia's amazing backlog of natural and physical resources has made it possible for many of America's greatest industries to establish advantageous sites in this versatile state. The list is impressive and growing constantly, because Georgia opens the door to a wealth of new business opportunities.

... the perfect playground for the entire family!



Write today for free illustrated folders
Scott Candler, Sec'y., Dept. S
Georgia Department of Commerce
100 State Capitol, Atlanta, Georgia

Name _____
Address _____
City _____ State _____

Scott Candler, Secretary
GEORGIA DEPT. OF COMMERCE
100 State Capitol / Atlanta 3, Georgia

A FEW weeks ago, a well-dressed, soft-spoken man in his mid-forties appeared at the North Atlanta business office of The Southern Association of Science and Industry. He was an executive in a company which was building a \$20 million plant in the South. He was interested in knowing the story of SASI, and what it was doing for the South and companies like his.

Why? Because he, like many thousands of similarly successful businessmen in the South, realized that only through the effective and continuous regional promotion of the South as a far-sighted, dynamically growing area to manufacture and market all the different goods of today's culture, could he successfully conduct his business and see it prosper.

SASI is a regional task force. Its purpose is to bring together the keenest and most dynamic minds of Southern industry and science in a cooperative effort to push the economic frontiers of the region to new areas of industrial research and development.

But who are these men who staff the executive list of the Association? They are, for the most part, men with long records of business and community success. The thing that distinguishes them from many of their fellows is that they have turned their energies to regional thinking. This is no ivory-tower philosophy. These gentlemen are busy, successful businessmen. They see in SASI a way to help bring the South to the economic level that it must be in order to insure a prosperous future. They are steelmen who can lend their experience and thinking to textile men. They are textile men who sit down with the research scientist to work out a regional problem. In short, they are the men who build the South and guide its destiny.

SASI represents many things for many industries, institutions, and individuals—however, there are many

things which it is not. It is not, for instance, a chamber of commerce. It supports the programs of various chambers, but does not duplicate them. It is not a research organization. It collects and disseminates information on a national level, but does not attempt to supplant any pure research group. SASI keeps a constant finger on the pulse of scientific research and development so that it can assist Southern industry in utilizing its discoveries. Simply stated, SASI encourages and promotes research activities in every area of business and industry, and acts as a source of information on Southern progress for the whole nation.

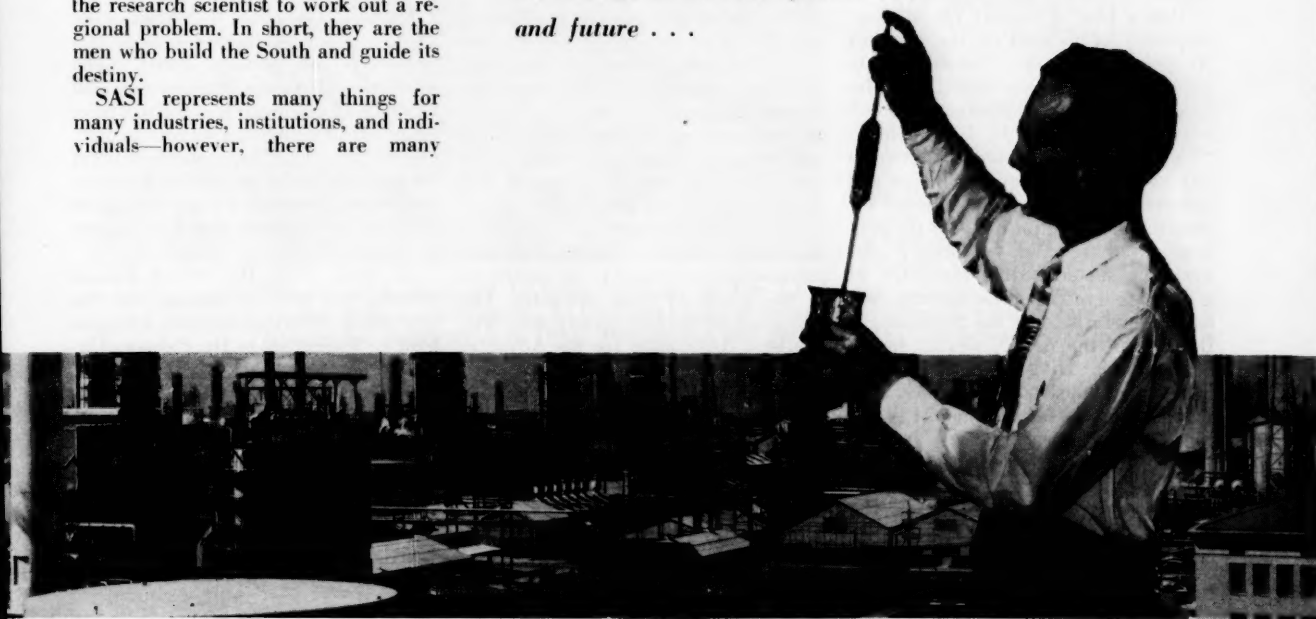
The primary operational structure under which SASI functions can be summed up in three categories:

1. **REGIONAL AWARENESS:** A continuous and planned program to acquaint people everywhere with progressive trends in the South, and the unique opportuni-

By William Pruett

THE SOUTHERN ASSOCIATION OF SCIENCE AND INDUSTRY

*Its history, aims, accomplishments,
and future . . .*



ties which exist here.

2. **RESEARCH:** A constant search for new research opportunities in the South. The encouragement of industry to carry on its own research programs and make findings available to others for mutual benefit.

3. **COORDINATION:** A planned program to coordinate the efforts of the hundreds of groups working to promote Southern progress in order to eliminate duplication and focus attention on neglected fields. **THIS** is the Southern Association of Science and Industry as it is today.

But where are the roots of this organization which is widely known as the foremost spokesman for the South?

The foundations of SASI are built solidly on a tradition of science and research.

HOPE OF THE SOUTH: It was a crisp day in March, 1941. Listen to these words: "The South's number one problem is the utilization of its natural resources through scientific research. Our scientific research is lagging. . ."

That pointed statement—both a recognition of shortcomings and the presentation of a challenge—was made 17 years ago by Dr. George D. Palmer, then retiring president of the Alabama Academy of Science.

It was a statement which flashed across the Southland and formed the motivation for much of the progress of which the region can boast today. For it was that observation which contained the impetus for the beginning of what is now the South's foremost development organization, the Southern Association of Science and Industry.

Here's how it began: Dr. Palmer, respected for his work for the Alabama Academy, was more or less expected to paint a rosy picture in bright hues. Instead he hurled his challenge to the 400 scientists assembled in Birmingham: "We should," he concluded, "establish our own nationally great colleges and universities, our own grants-in-aid for research, our own journals for the publication of research—I believe our next step should be the formation of a Southeastern Scientific Society, perhaps later to become the Southeastern Division of the AAAS, similar to the Southwestern Division, and meeting with our various state academies. *This* should stimulate further interest in science in the Southeast."

Many Southern newspapers saw in this speech a call for a new South. They rallied to the moment by giving Dr.



Dr. George Palmer, of the University of Alabama, whose speech, "Scientific Research—The Hope of the South" provided the stimulus for the formation of the Southern Association of Science and Industry. Dr. Palmer is at present the Secretary of the Association.

Palmer's remarks wide coverage. Notable among these forward-thinking journalists was John Temple Graves, of the Birmingham *Age-Herald*. A good deal of the credit for the wide circulation of the speech must be placed with Mr. Graves' front-page editorials describing the events which were taking place and what the effect could be toward Southern progress. Graves has since continued tirelessly his support of these programs, and there is little doubt that his enthusiasm has convinced many Southerners of the worthiness of SASI activities.

MOBILE MEET: Dr. Palmer's speech created a sensation in the South. Assuming the initiative, he called for a meeting in Mobile, at the next annual meeting of the Alabama Academy of Science, of leaders from over the South with the purpose of establishing a regional organization of scientists, businessmen and others for the stimulation of more interest in science in the South.

Dr. Palmer called the meeting by sending several thousand mimeographed letters to leaders of industry and science inviting them to meet with the Alabama Academy at Spring Hill College, Mobile, March 20-21, 1941.

The Mobile meeting was attended by over 100 delegates representing a cross-section of both science and industry. The group unanimously appointed Dr. Palmer chairman for the duration of the conclave, committees were set up and the new organization was under way. Although the group stated that the purpose of the association was to "draw together science and industry," the purely academic aspects of its proposed activities seemed to be uppermost in the minds of most delegates. The first name of the new society was "The Southern Association for the Advancement of Science." Undoubtedly, a motivation for this choice of name was an expressed desire of some members to affiliate with the American Association for the Advancement of Science. This affiliation, however, did not come about for more than a decade.

Officers presiding at this first meeting were: Dr. Palmer, President; Lloyd C. Bird, Vice President; and A. J. Westland, Secretary. For the first year of the SAAS's operation the members elected Dr. Wortley F. Rudd, of the Medical College of Virginia, as President. Other officers included Dr. Milton H. Fies, Vice President; and Dr. Palmer, Secretary and Treasurer.

OBJECTIVES: Thomas A. Ford, Director of Conservation Planning for the Alabama Department of Conservation, proposed that these objectives be adopted by the group: (1) the advancement of pure and applied sciences; (2) the advancement of the mutual bond which should exist between these sciences and industry; (3) the promotion of a greater appreciation on the part of the general public for pure and applied science, and of their part in the usage of scientific research for industry and in the proper conservation of the natural resources of the southern region of the United States.

The members of the group also expressed their appreciation to the Alabama Academy of Science for sponsoring the initial session of the new Association.

David E. Lilienthal, then head of the TVA and one of the speakers at this organizational meeting, stated, "The scientist without the businessman will be carrying on research which will have no practical consequences for the people of the South. The engineer without his partners would be futile and useless, and the businessman without the aid of his technical brethren would make slow progress indeed."

In April, 1942, the second Annual meeting was held in Atlanta, with the Georgia Academy of Sciences acting as host. In a telegram to Dr. Palmer, Alabama Governor Frank M. Dixon said, "I regard the formation of the Southern Association for the Advancement of Science as a great forward step in bringing the realization for the necessity of a scientific approach in the solution of our regional problems. Only

through that approach can we secure for our people their proper place in the sun."

NEW NAME CHOSEN: At the April meeting, many searching discussions concerning the role of the Association in promoting Southern progress were held. The final and most significant conclusion was that the close cooperation of scientific research and industrial development was absolutely essential, and that the personal long-range objectives of the scientist and the businessman were identical—that is, the social, cultural and economic progress of the South. In strengthening this position, the group voted to change the name of the Association to The Southern Association of Science and Industry. The final step in bringing together the industrialist with the scientist was the election of Dr. Milton H. Fies, a prominent industrialist, as President-elect for the following year.

Throughout the remainder of 1942 and up to the third annual meeting in April, 1943, the leaders of SASI searched deeply into suitable projects

within their scope which would be a definite step forward in their ambitious plans. The 1943 meeting was held in Birmingham. The Alabama Academy acted as host for the sessions. A number of papers were delivered which covered many of the developmental aspects of recent progress in the South. However, the focal point of the meeting was the report of Lloyd C. Bird, of Virginia, Chairman of the Long Range Planning Committee. Mr. Bird's Committee recommended a comprehensive inventory of natural and human resources in the South. The purpose of such an undertaking would be "to determine the position which the South occupies, or should occupy, in the industrial economy of the nation." The Committee asked that special consideration be given to the post-war period with particular emphasis in conversion of war plants and defense industries.

SOUTHERN RESOURCES STUDY:

Although Mr. Bird and others, expressed the opinion that a central research office for SASI should be established to perform this and other studies,

they realized that the organization was, at that time, in no financial position to staff such an establishment.

During the months following that meeting, various plans for the conduct of the inventory were considered. The most attractive course seemed to be a proposal made by the Institute of Research in Social Science of the University of North Carolina. In September, the Long Range Planning Committee met in Chapel Hill to discuss the project. After an initial sum of money was raised, the North Carolina group was asked to prepare a detailed prospectus for presentation at the Fourth Annual Meeting, to be held at Raleigh in May of 1944. The prospectus submitted was approved and work began on the project.

The Raleigh meeting was an important one in the history of SASI for a specific reason. This was a significant swing in the direction of the Association's objectives. Senator Bird, the newly-elected President, said of the SASI, "It has but one counterpart in the United States so far as I know. That is the New England Council . . . both organizations are products of the times—the need for cooperative effort, for more research, and the application of technology to industrial problems and developments. The SASI is not a professional society, it is not a business organization, nor is it a chamber of commerce." The realization that, in order to perform a truly worthwhile service to the South, SASI should plunge even more deeply into the *economic* and *industrial* problems of the South was crystallized.

SASI INCORPORATES: In September of 1945, the officers decided that the Association should incorporate. Membership had grown to a significant level, and although membership dues were quite modest, there was an annual budget of several thousand dollars. Another important reason for this move was to establish SASI, which had grown to be well-known as an important spokesman for the South, as definitely a non-profit organization. At this meeting the official Constitution which still governs the operation of SASI was adopted. Due to several impending events vital to the future activities of SASI, the officers were asked to remain in office until the following year.

On November 8th, 1945, the Trustees held a significant meeting at Raleigh, with former Governor J. Melville



Shown here (center) is John Popham of the Associated Press receiving the SASI Distinguished Service Award for Journalism in 1953. Presenting the award is the late Charles McD. Puckette. To the left is Mrs. Popham. Distinguished Service Awards have been recognized throughout the South as one of the highest awards that can be received. SASI thereby endeavors to recognize outstanding contributions to Southern progress by Journalists, Industrialists, and Scientists throughout the region.

Broughton of North Carolina, as Chairman. The group sought ways to coordinate the work of SASI with that of the Southern Governors' Conference. It was proposed that the SASI establish and operate a secretariat for the Southern Governors' Conference on a permanent basis. The non-political nature of SASI was cited as an advantage in this respect.

Acting under the instructions of the Trustees, Mr. Bird went to Florida to see Governor Caldwell, then Chairman of the Southern Governors' Conference, and obtained his cooperation. Governor Caldwell presented the proposal to the other Governors in New Orleans on December 13, 1945. Some of the Governors were apprehensive, however, about assigning functions to an independent organization, and others were not familiar enough with SASI to be willing to make a commitment. Action was postponed.

(Efforts to revive interest in cooperation between SASI and the Southern Governors were successful nearly ten years later, when in 1954, SASI was invited, by resolution, to become the advisor to the Southern Governors' Conference on economic and scientific developments in the region.)

The gradual enlargement of the organization's scope of activities during the first five years of its life caused concern to many of the members. It was felt by some that the numerous aims and objectives undertaken, or approved, were not feasible for a group of this type.

Communications between officers and members were often a problem in SASI's early days. For the first few years of the Association's activities, Dr. Palmer, personally, kept members informed through personal correspondence and mimeographed forms which he sent out from his office. Later Mr. Bird began publishing a quarterly mimeographed news-letter. This later evolved into a four-page printed quarterly titled "Your Future." This bulletin was continued until 1949, when the *Journal of Southern Research* was named the official publication.

SASI MOVES TO RICHMOND:

The 1946 meeting was held in Columbia, S. C., May 24th and 25th. Mr. Bird announced the appointment of Robert Nelson of Richmond as a public relations consultant. The administrative headquarters of SASI were then moved to Richmond from Dr. Palmer's office, where they had been since the organization's beginning. This move

relieved Dr. Palmer of much of the great amount of paper work involved in keeping communications open among the members in their various activities. One of the first tasks which was undertaken by Nelson was the publication of a part of the large body of research data which had been developed by Dr. Edith Webb Williams and her staff at the University of North Carolina on *Research in Southern Regional Development*, the study sponsored by SASI and begun in 1944.

Also, at the 1946 conclave, Mr. Homer M. Pace, Vice President of the South Carolina Power Company of Charleston, was named the new president of SASI. Mr. Pace undertook to nominate additional Trustees in an effort to make the organization more truly representative of the many diverse industries which had assumed such an important role in the economic development of the South.

"... SPECIFIC AND DYNAMIC ACTION ..." Early in April of 1947, SASI sponsored, in Asheville, N. C., a regional conference on the status of education in the South. The session was attended by several hundred educators, industrialists, businessmen, and political figures. Aiding materially in the support of the meeting was the United States Chamber of Commerce and the National Association of Manufacturers. Mr. Thomas C. Boushall, prominent banker of Richmond, keyed the affair when he said, "Southerners are somewhat given to . . . platitudinous observations, rather than specific and dynamic action . . . in our programs we are experiencing a multiplicity of mediocrity rather than achieving any degree of single greatness . . . a chauvinistic loyalty to the traditions of the South interferes with our zeal to get on with the solution to our problems . . . we are concerned with state loyalties above regional accomplishments . . . reverence for our Alma Maters restricts the evolution of a few outstanding educational institutions . . . and a narrowness of view and a selfishness of purpose are both tending to defeat the evolution of the South as a whole."

The next month, in May, the 1947 annual meeting of SASI took place. One of the objectives of the parley was to draft a long-range program for the adjustment of southern educational machinery to the greatly expanding needs of the future development of the region. A specific objective was to investigate methods of adequate fi-

nancing.

DISTINGUISHED SERVICE AWARDS: Also, that year the first of the SASI awards for Distinguished Service to the South was presented to Dr. George Palmer, who is considered responsible, more than any other individual, for starting the movements for progressive Southern action which resulted in the formation of both SASI and the famed Southern Research Institute.

The 1948 program of activity was launched in January at Old Point Comfort, Virginia. Here SASI brought together more than 650 delegates from 17 states to participate in a three-day Southwide Conservation Conference. Discussions were held on soils, water, forestry, minerals, and many other subjects vital to the proper conservation and use of the vast natural resources of the South.

The 1948 annual meeting was held in Miami on May 2, 3, and 4th. It was at this meeting that the first of the monographs in the Southern Resources Inventory series was released. It was "Forestry in the South," by C. F. Korstian, and Lee M. James. The four-year delay in the publishing of the results of this research was primarily due to lack of sufficient funds. Dr. Pace was re-elected for a third term, even though he had expressed a desire to retire from the post. In connection with the finances of the organization, it is significant to note that during one year of his presidency of SASI, Dr. Pace's office mailed 1643 personal letters, and some 6000 copies of papers presented at various meetings. His office also handled the "Your Future" quarterly report all at his own expense. Mr. Pace, however, again demonstrated his dedication and generosity by agreeing to continue in office for another year.

The year 1949 marked several important events in the history of SASI. In January a Southwide Research Conference was held in Atlanta. Top-flight scientists described the economic justification for industrial research and outlined some practical plans whereby industries of any size could obtain suitable research aid.

CONWAY NAMED DIRECTOR:

The ninth annual meeting was held in conjunction with a Southwide educational meeting at Lexington, Virginia, on May 1st, 2nd and 3rd. At the business session, Dr. Stewart J. Lloyd, University of Alabama, and a tireless worker for Southern progress, was named president for the 1949-50 term.

Shortly after Dr. Lloyd assumed leadership of SASI, he formed a new Executive Committee, a smaller, more flexible unit to map out plans for the next year. A meeting of this Committee was held in Atlanta in July and plans were formulated for several significant changes in the organizational and administrative structure of the Association.

First, the group voted to adopt the *Journal of Southern Research*, a vigorous new Southern research magazine, as its official publication. The dues structure was revised to include a subscription of the periodical with each membership in SASI. In addition, the Committee voted to establish permanent headquarters for the organization in Atlanta, which, in addition to being the major economic hub of the Southeast, was more centrally located in the region geographically.

In order to begin the development of a permanent full-time staff, H. McKinley Conway, Jr., well-known Southern research engineer and scientist was named Director of the organization. His responsibilities included all editorial, administrative, and research affairs of SASI.

NEW ORLEANS CONCLAVE:

The following year, 1950, was a very busy one. On January 23rd and 24th, another Southwide Conference was held in New Orleans under SASI sponsorship. This meeting was largely devoted to discussions concerning the promotion of more effective agricultural research in the South, and more active cooperation between research efforts of industry and agriculture.

Also, at this conference, a placement service for SASI members, both for individuals seeking positions and member firms desiring certain types of professional employees, was inaugurated as a free service through the *Journal*.

In May the Board of Trustees held a meeting at Charleston. Here new officers were elected for the following year. Dean Paul W. Chapman of the University of Georgia was named to SASI presidency. Director Conway presented a report to the Board on the information services to the South which had been handled by his office. During the previous year of operations the office had handled a total of 39,900 separate items, ranging from regular publication and report mailings, to personal letters answering requests for

facts concerning the South.

During the month of October a Southwide Chemical Conference was sponsored by SASI in Atlanta. This significant conclave was attended by more than 400 important figures in the fields of industrial and academic chemistry. It was at this meeting that Mr. Thomas W. Martin, Chairman of the Board of the Alabama Power Company received the 1950 Distinguished Service Award for Industry.

In June of 1951, Dean Chapman called a special meeting of the Board of Trustees in Birmingham. He sought to clarify the objectives of the Association so that more effective effort could be exercised toward a definite program. Dr. Chapman especially called for projects which would be of more direct interest to the Southern businessman.

Acting on Dr. Chapman's suggestions, the Trustees approved (1) creation of a new position, Chairman of the Board of Trustees, (2) creation of a new and stronger industrial committee, and (3) the commencement of a survey of Southern industrial markets.

In October, another meeting of the Board was held for the annual election of officers. Dr. M. P. Etheridge, Dean

Shown here is a conference with Associated Press staff writer Relman Morin from New York. SASI has always assisted the press in telling the story of the South. Shown left to right are Morin, H. McKinley Conway, Research Consultant for SASI, and a staff assistant.



of Science at Mississippi State College was named to the presidency. Senator Lloyd C. Bird was named Chairman of the Board of Trustees. Also, in the summer and fall of that year, Mr. Conway served on an Executive Committee of the American Association for the Advancement of Science helping to organize the Industrial Science Section of AAAS to promote industrial science on a national level. SASI became affiliated with this group, completing a relationship which had begun when the Association was originally founded in 1941.

Early in 1952, Dr. A. P. Black was appointed chairman of a Membership Committee. He embarked upon a vigorous campaign which was successful in enrolling a number of new industrial and institutional members.

On June 26th and 27th the 12th annual Regional Conference of the Association was held at Winston-Salem, N. C. Much of the discussion surrounding this meeting dealt with a vital need for more accurate and accessible market research information in Southern markets. Special emphasis was placed on the Chemical industry. At this conference officers for 1952-53 were chosen. Mr. A. B. Paterson, Chairman of the Board of the New Orleans Public Service was named president. Mr. Black became the regional Vice President. The Association suffered a severe loss in August when Mr. Paterson died unexpectedly after a brief illness. Board Chairman Etheridge called a meeting of the Executive Committee in Birmingham. The Committee unanimously elected Mr. James F. Crist, President of the Gulf Power Company at Pensacola and Vice President of the Southern Company as President of SASI. Plans continued for a Southwide Conference on Industrial Wastes which had begun earlier that year.

INDUSTRIAL DIRECTORY: The year 1952 also saw the publication of an important new reference work sponsored by SASI. It was the first edition of *The Southern Industrial Directory*. This Directory included an alphabetical index of the 3000 largest manufacturing plants in the Southeast, giving the names of their executives, products, number of employees and many other important facts. It was hailed as a significant contribution to Southern business and was well received.

On April 20th and 22nd SASI held a Southwide Industrial Wastes Conference in New Orleans. This conference brought together many industrialists

SASI—The Southern Association of Science and Industry represents an effort by Southern Leaders to establish a practical medium for the continuous combination of the talents and energies of the leading business men and scientists of the region. Founded in 1941, it is a non-profit, politically independent organization.

OPERATION—SASI is essentially an instrument for gathering, analyzing, and disseminating information. SASI does not operate any laboratories, nor does SASI sell any goods. Its only products are information and service.

HEADQUARTERS—The Association maintains in Atlanta a central headquarters office. This office collects facts on Southern science-industry activities from hundreds of sources—universities, research institutes, trade associations, and government agencies—analyzes and interprets this information, and distributes it through many channels to interested individuals and groups across the nation.

REPORTS—In addition to a comprehensive yearly report to the Southern Governors Conference on Southern science and industry, SASI is continuously assembling data which is published regularly in *MANUFACTURERS RECORD* or the annual *BLUE BOOK OF SOUTHERN INDUSTRY*. It is estimated that SASI distributes yearly about 40,000 pieces of mail of various types. These pieces, mostly in answer to queries, go to individuals, firms, institutions, writers, government agencies, and many others all over the United States and in many foreign countries.

PURPOSE—SASI's information service has several very practical purposes. First, it helps to get the maximum benefit from money spent for research in Southern laboratories by making available in non-technical language research findings of general interest to Southern industry. Second, SASI keeps a continuous tally of science-industry growth in the South. This includes the well-known new plant reporting service which is the only service of its kind in the region. Finally, it serves as a central reference source for facts about the South for interested groups outside the region.

EDUCATION—To develop a wider awareness of opportunities in the South, SASI conducts a permanent educational program. Over a period of ten years, SASI has held science-industry conferences in most of the major cities of the South. In addition, facts concerning the industrial opportunities inherent in the application of technology are circulated by radio, daily newspapers, trade magazines, and other media. (One recent SASI report reached an estimated three million people in the South) It is evident, therefore, that SASI constitutes an excellent platform from which leaders may advocate constructive programs and introduce new ideas.

COORDINATION—Another primary objective of SASI is an effort to prevent duplication of effort by the many research and industrial development organizations throughout the South. SASI, as an organization, does not compete with other such groups. It is designed to assist them in cooperative effort for the eventual benefit of the whole region. SASI is a **REGIONAL TASK FORCE** for progress.

PUBLICATIONS—The official voice of SASI is *MANUFACTURERS RECORD* magazine. The *RECORD* has behind it three-quarters of a century of continuous publication in the South. It be-

came the voice of SASI in 1956. The wide circulation of this periodical among business leaders of the South assures SASI of reaching the people who will figure most prominently in the region's future. In addition, SASI coordinates its research efforts with Conway Publications to produce the Annual BLUE BOOK OF SOUTHERN PROGRESS and the SOUTHERN INDUSTRIAL DIRECTORY. These documents have come to be recognized as valuable sources of information and market data for every firm and individual doing business in the region.

FINANCES—All activities of SASI are financed through membership dues. Individual members, mostly scientists, are required to pay only enough to cover the cost of handling their membership and a subscription to the magazine. Industrial firms and Institutions pay more, although the amount is small in proportion to their ability to pay. The bulk of SASI services are financed through Industrial SUSTAINING members (see membership information below.) SASI holds the dues structure low purposely, so that it will never become subject to pressure from special-interest groups.

MEMBERSHIP—The membership of SASI includes a great variety of individuals, institutions, and industrial firms. Most of the Individual members are scientists in universities, research institutes, and industrial laboratories. Institutional members include colleges, technical societies, chambers of commerce, philanthropic groups, and other non-profit groups. Industrial members include practically every type of business in the South—utilities, railroads, manufacturing concerns, advertising agencies, and many others.

While most members belong to SASI because of various direct benefits derived from the Association, many others hold membership primarily to give financial assistance to an activity they believe will accelerate the industrial progress of the region. *SASI needs more members of all types.*

Requirements for membership. Any individual, institution, or industrial firm may hold membership, however only residents of the sixteen Southern states represented in SASI may vote and hold office. The annual dues, which include subscriptions to the RECORD in proportion to the amount of dues paid, are:

Individuals	\$ 5.00
Institutions	\$25.00
Industrial—regular	\$25.00
Industrial—Sustaining	\$25.00 to 250.00

The Schedule of annual dues for Sustaining Industrial members provides for payment according to size:

<i>Capitalization or total worth of firm</i>	<i>Minimum annual dues</i>
Over \$20 million	\$250.00
\$1 to \$20 million	\$100.00
\$250,000 to \$1 million	\$ 50.00
below \$250,000	\$ 25.00

Institutional and Industrial members are entitled to one voting representative and a listing in each issue of the RECORD. Memberships may be started at any time of the year by contacting SASI headquarters or any of the State Vice Presidents.

Please address all correspondence to:

SASI Headquarters
Conway Building
North Atlanta 19, Georgia

and others who were concerned with the mutual problem of waste disposal in Southern industry. Many of the industrialists who attended the meeting described the approaches that their organizations had used to minimize the dangers inherent in air and stream pollution. The conference stirred many to take a better look at the problem and a number of specific recommendations for aid and assistance were developed.

During this period SASI, through its magazine, began a series of Area Analysis Reports. These reports began with the State of Louisiana and have included many areas of the South which are able to support industrial activity. The aim of the surveys was twofold. One was, of course, to aid the areas themselves by focusing attention on valuable natural and industrial resources. The other was to let the rest of the nation know of progress in these particular regions.

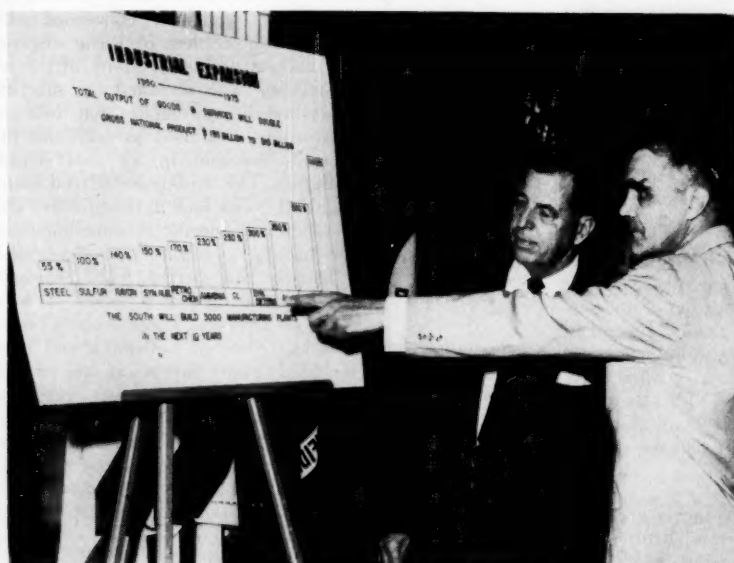
The Executive Committee met again in Atlanta in July. New plans were discussed both for the expansion of the Association and ways by which it could strengthen its programs in various fields. An interesting sidelight was that one of the members of the Committee had read a story in a Parisian newspaper concerning SASI and its programs.

In the fall of 1953, *Editor and Publisher* magazine published a special edition about the South. This issue included articles by both Conway and Dr. Black.

SASI AND THE SOUTHERN GOVERNORS: On November 3, the Southern Governors' Conference was held at Hot Springs, Virginia. Lloyd C. Bird, past president of SASI and native of Virginia and James F. Crist, Chairman of SASI's Board of Trustees, appeared before the conference to present a proposal of cooperation between the two groups. The Governors' Conference voted to invite the SASI to return the following year and submit a report on Southern industrial and technical progress and opportunity.

The first highlight of 1954 was the Industrial Wastes Conference which was held at Houston, Texas. Co-sponsors of this meeting were the Manufacturing Chemists Association and the Texas Chemical Council.

Distinguished Service Awards for 1954 were: Industry—William E. Mitchell, President, Atlantic Realty Co., Atlanta; Science—Dr. Abel Wolman, Johns Hopkins University, Baltimore; and Journalism—John Temple



SASI president Frank J. Soday traces the outlook for southern growth for Oklahoma Governor Johnston Murray. Murray was Chairman of the 1954 Southern Governors Conference where this photograph was taken.

Graves, Columnist of the Birmingham *Post-Herald*.

In September of 1955, Dr. Frank J. Soday, Vice President of Research and Development of the Chemstrand Corporation was elected to the presidency of SASI. Dr. Soday has held that post to this writing.

PREDICTIONS: At the Southern Governors' Conference, held November 13th at Boca Raton, Florida, Dr. Soday presented a comprehensive report on the South entitled, "The South of 1975." This report, prepared by SASI, made a number of startling predictions. *The Christian Science Monitor*, in commenting on the report, said, "What's the South going to be like in 1975, just 20 years from now?"

"... (SASI) ... envisions it as an industrial giant, at least a half dozen of its cities having a population of more than a million, with many of its factories processing products which are unknown today."

Also that year The Southern Association of Science and Industry was presented an award by the Advertising Federation of America for the best regional public relations program for that year. In December, SASI collaborated with the American Association for the Advancement of Science in a conference on "Resource Development Through Science."

The following year, the Southern

Governors' Conference was held at Point Clear, Alabama. SASI's participation in the sessions on industrial development resulted in the adoption, by the Governors, of a three-point program of cooperation with SASI during 1956. The proposals included a new plant reporting service, a series of surveys of growth industries, and a Southwide Conference on Market Research.

During this period, the pressing duties of magazine publishing forced Conway to curtail many of his activities as Director of SASI. He then became research consultant and concentrated on developing the many studies and surveys that SASI had undertaken. Conway had previously enlarged the *Journal of Southern Research* into a more truly news magazine and changed the name to **INDUSTRIAL SOUTH**. This magazine flourished under his editorship and strengthened SASI as its official publication.

In the November-December issue of **INDUSTRIAL SOUTH**, Conway announced that he had purchased **MANUFACTURERS RECORD**, the South's oldest business news magazine. The **RECORD** had behind it the proud tradition of 73 years of continuous publication. Editorial and business offices were moved to Atlanta from Baltimore and it was merged with **INDUSTRIAL SOUTH** to become SASI's official voice. Southern leaders hailed the move

as an important and significant step in the widening influence of SASI, both regionally and nationally.

During 1956, SASI joined with five other organizations in the sponsorship of a Conference on the industrial uses of Atomic Energy. Both the number and caliber of those in attendance made it evident that Southern industry was accepting the challenge to assume responsibility for developing nuclear industries to the maximum extent possible.

CONTRACT SIGNED: The announcement was made, late in 1956, of an important decision made by the Executive Committee. In order to serve SASI and the South more efficiently, and to assure the continuance of programs in progress, Conway Publications signed a service contract with the Association. The contract called for a three-year intensified program of research and promotion designed to accelerate the South's industrial progress. The success of the Conway organization in this type of work has been amply demonstrated by the past directorship of Conway, the success of the publication and an industrial development background. Conway also publishes a national magazine of area development and analysis named **INDUSTRIAL DEVELOPMENT**. Conway set up an administrative and business staff headed by William Pruett, who was formerly associated with the Research Division of Lockheed Aircraft Corporation, to coordinate administrative and business affairs of the Association as well as implement and develop its service programs.

At this writing, the Association is completing plans for a Southwide Market Research Conference in Miami. This conference will assemble industrialists, consultants, college and university people, and many others to explore market research opportunities in the South.

The Southern Association of Science and Industry is the most active that it has been in its history. Members of the Association, many of whom have been present and active in the group since its formation in 1941, can look back upon many years of outstanding achievement and service to the South.

There is no doubt that, with the continued cooperation and support of scientists and industrialists across the South, the Association can look forward to a future that is indeed bright.

EXPANSION

FLORIDA

CYANAMID BUILDING UNIT AT ESCAMBIA BAY SITE

PENSACOLA, FLA. — American Cyanamid Company has begun construction on the multi-million dollar plant which will produce its new acrylic fiber.

Scheduled for completion late in 1958, the Santa Rosa Plant will be one of the world's most modern textile fiber facility—with an annual capacity of 27 million pounds of Creslan staple and tow. Its construction is part of Cyanamid's current expansion program and the ground-breaking, a highlight of the Company's year-long 50th Anniversary observance.

Located on Escambia Bay, about 14 miles from Pensacola, the new Cyanamid plant will employ about 375 persons—representing an annual payroll of more than \$1,500,000 for Western Florida.

JACKSONVILLE.—The North Florida Division of the Seaboard Air Line Railroad is located in a new two-story headquarters office building here.

Built at a cost of some \$400,000, the new structure houses utilities and the centralized traffic control train dispatching operations.

GEORGIA

ATLANTA. — The Southern Pipe Coating Company, first major Southeastern plant to apply high-quality coating and wrapping to gas and gas-line transmission pipe, has recently opened here.

The \$300,000 plant occupies a 17-acre tract near Doraville, an Atlanta suburb. Special features of this plant include completely automatic handling of pipe to secure coating and wrapping of the highest quality, and large facilities for storage of bare pipe. It is designed to process 12 miles of pipe a day, and eventually will operate on a three-shift, 24-hour-a-day schedule.

ATLANTA.—Chrysler Corporation will build in Atlanta the first of four additional new centers for the training

of dealer sales and service personnel.

The site in Atlanta is a four-and-a-half acre tract on the South Expressway. Preliminary surveying has been started, and the completion of the center is scheduled for February, 1958.

ATLANTA.—The new million-dollar Southern plant of the Premier Autoware Company, Cleveland, Ohio, has been officially opened here.

The structure is on a seven-acre site and has 51,000 square feet of floor space. The facility will service Autoware customers in Alabama, Florida, Georgia, Mississippi, South Carolina and Tennessee. By July, service will have been extended to customers in Louisiana and North Carolina.

DECATUR, GA.—Dixie Laboratories, Inc., manufacturers of barber supplies since 1897, has moved into a new building here. The new structure is of steel, brick, and reinforced concrete construction.

LOUISIANA

NEW ORLEANS.—American Cyanamid Company has consolidated its New Orleans area sales and warehouse facilities for several divisions and a subsidiary in a new building here.

Of steel, concrete and glass construction, the 17,000 square foot building houses 36 employees. Some 10,500 square feet are devoted to warehouse space, while the remainder are offices and meeting rooms. The structure is air conditioned throughout.

BATON ROUGE.—Establishment of a New York sales office for Delta Tank Manufacturing Co., Inc. was announced by Kenneth H. Gayle, Jr., president of the Baton Rouge firm.

The new sales office—Delta's first in the northern United States—is located at 122 East 42nd Street, New York City. Activities of the new office will be directed by Louis J. Persbacker, veteran sales engineer in the pressure vessel field.

NEW ORLEANS.—Construction is under way here on a million-dollar mud-processing plant on a site along the industrial canal.

The Board of Commissioners of the Port of New Orleans recently approved the lease of 12.15 acres of land to the Mobar Corporation of St. Louis for the erection of the plant.

TENNESSEE

CLARKSVILLE.—The Trane Company, one of the nation's major air conditioning and heating equipment manufacturers, announced it has selected Clarksville, Tennessee, as the site for its Southern plant.

The plant, to cost about \$2 million to construct and equip for production, will manufacture central residential air conditioners for year-round heating and cooling, marking entry into a new segment of air conditioning for Trane. Production is scheduled for 1958.

TEXAS

ATHENS, TEXAS.—The Olive-Myers-Spalti Manufacturing Company's new plant here has been formally opened here and is in full operation.

Built at a cost of \$2,500,000, the plant is said to be the largest furniture factory in the southwest and has five-and-a-half acres of manufacturing area.

SAN ANTONIO.—American Potash & Chemical Corporation has announced the formation of a new subsidiary, San Antonio Chemicals, Inc., for which a \$750,000 plant has been constructed at San Antonio, Texas.

VIRGINIA

YORKTOWN, VA.—The new \$35 million Yorktown Refinery of American Oil Company has been officially dedicated and is in full operation.

On a site of 1,300 acres overlooking the York River, the refinery utilizes the most advanced refining techniques to process 35,000 barrels of crude oil a day into high octane gasoline, kerosene, liquefied petroleum gas, heating oil, fuel oil and petroleum coke.

WAYNESBORO, VA.—A new development laboratory for testing aircraft electrical systems has been established by the General Electric Company at Waynesboro, Va.

NEW PLANT REPORT

NEW PLANT SUMMARY

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Anniston—Monsanto Chemical Co., Charles H. Sommer, Vice Pres. Miran and methyl parathion. Home office: St. Louis, Mo.
Birmingham—Birmingham Aereated Beverages, soft drinks. \$400,000.
Frisco City—Town & Country Mfg. Co., men's shirts. \$35,000. (B)
Hartselle—Baker Mfg. Co., Boxes. \$75,000. (B)
Napier Field—Ishler Trailers, trailers. \$50,000. (B)
Wilsonville—Alabama Power Co., steam generator. \$1.5 million. (B)

ARKANSAS

Batesville—Arkansas Poultry Co., poultry processing plant. Home office: Searcy, Ark. \$150,000. (C)
Fordyce—Wood Lumber Co., Robert Wood, Gen. Mgr. Cross arms for utility poles. Home office: Pangburn, Ark. (B)
Forrest City—Lerner-Sione Clothing Corp., Herman Shore, Pres. Clothing. Oper. est. to begin late, 1957. (B)
Fort Smith—Euclid Corp., sales, repair and maintenance of heavy road equipment. Subs. of General Motors Corp.
Jonesboro—Arkansas Glass Container Corp., T. White, Pres. Glass bottles, jars. Oper. est. to begin summer, 1957. \$500,000. (B)
Jonesboro—Coulson Corp., lift jacks, foot conveyors, platform trucks. \$800,000. (C)
Little Rock—Anthong Co., M. E. Denning, Pres. Therapeutic equipment. Oper. began June, 1957. (B)
Little Rock—Arkansas Power & Light Co., 9th & Louisiana Streets, R. E. Ritchie, Pres., office building. \$1.5 million.
Magnolia—Oil Investment Corp., W. C. Brewster, Official. Option on properties of Berry Asphalt. \$4 million.
Malvern—Southwest Concrete Materials Corp., J. P. Baker, Pres. Concrete aggregate, prestressed concrete products. \$1.5 million.
Pine Bluff—St. Louis Southwestern Railway Co., Cotton Belt Route, W. H. Hudson, Vice Pres. "Hump" yard. \$5.3 million.
Springdale—Edward Aaron Co., poultry processing. Home office: Kansas City, Mo. \$500,000. (C)

FLORIDA

Clearwater—Technical Material Corp., Ray H. DePasquale, Pres. Research and communications. Oper. began July, 1957. (D)
Eau Gallie—William Heermance, Designs. William Heermance, Pres., research development of small machine parts for electronics and aircraft.
Fort Lauderdale—Graham Door Co., flush garage doors. Oper. began May, 1957.
Fort Lauderdale—Sprayway, Inc., Herbert Ehler, Pres. Aerosol products. Firm moving from Chicago. Oper. began June, 1957. \$150,000. (B)
Jacksonville—W. H. Allen Cartons, Inc., paperboard boxes. Home office: Dayton, O. (B)
Jacksonville—General Plastics and Metals, Inc., J. L. Richardson, Pres. Glass panels. Oper. began April, 1957.
Jacksonville—Liggett Drug Co., regional headquarters, wholesale trade. Oper. est. to begin July, 1957. \$500,000. (B)
Jacksonville—Pepsi-Cola Co., bottling plant.
Lake Wales—Bunker Hill Diesel Service, E. R. Crowder, Gen. Mgr. Boats, truck trailers, welding work. Under construction. (C)
Miami—Upjohn Drug Co., distribution center.
Milton—Alca Redi-Mix Co., Inc., Hugh W. Alexander, Pres. Concrete. Oper. began May, 1957.
Orlando—Acres Marine & Plastic Co., boat tops, awnings. Under construction.
St. Petersburg—Gordon Mfg. Co., E. F. Irwin, Pres. Clothes hampers. (B)
Sarasota—Electro-Mechanical Research, Inc., military aircraft equipment. \$465,000.
Sebring—Riddle Freight Lines, maintenance center, air freight. (C)
Stuart—Dickerson, Inc., Walter C. Crowell, Pres. Asphalt. Oper. began April, 1957.

\$250,000. (B)

Tampa—Tampa Molasses Co., Arnold M. Talbott, Pres. Black strap molasses. \$1 million.

West Palm Beach—Pierce Florida Ramie, Inc., Ramie fibre processing.

GEORGIA

Ashburn—Manhattan Shirt Co., pajamas. (D)
Atlanta—Premier Autoware Co., 2124 Johnson Ferry Rd. Bernard L. Burnside, Operations Mgr.; auto parts, replacement parts, fasteners. Oper. began May, 1957. \$1 million. (B)
Atlanta—Stanley Building Specialties Co., 950 Ashby St., N.W. Southeastern district office, warehouse and showroom for aluminum doors, windows, tub enclosures and thresholds. In operation. Subs. of the Stanley Works of New Britain, Conn.
Chamblee—United States Steel, Cyclone Fence Dept., 4646 Deere Dr. W. R. Denton, Sales Mgr.; central warehouse and sales office.
Dawson—Dixie Lily Milling Co., Marvin Farmer, Mgr. Grain elevator and mill. Home office: Tampa.
Douglas—Douglas Wood Preserving Co., wood treating plant. \$100,000.
Lincolnton—Clark Mfg. Co., blouses. Home office: Columbia, S. C. \$20,000. (B)
Lithonia—Woodman Packaging Machinery Co., Inc., Daniel E. Woodman, Pres. High-speed weighing and packaging machinery. (B)
Loganville—Walton Mfg. Co., boys' suits. (C)
Rome—Dixie Aluminum Corp., Ben W. Smith, Jr., Vice Pres. Fabricated parts plant. \$300,000. (B)
Swainsboro—Swainsboro Tobacco Warehouse. Oper. began July, 1957.
Valdosta—Thompson Industries, Metal Products Div., auto moulding. Firm moving from Indianapolis. \$130,000. (B)

KENTUCKY

Lebanon Junction—Mac Mfg. Co., hydraulic log loaders.
Louisville—Louisia Garment Co., garments.
Pikeville—Hayes Metal Products, low cost shuttle carts.

LOUISIANA

Lake Providence—Bowman Manufacturers, H. A. McCune, Pres. Pleasure boats. \$450,000. (C)
Natchitoches—Lanat Laboratories, Inc., A. R. McCleary, Pres. Pharmaceutical, general drug and cosmetic manufacturing laboratory. \$1 million. (D)
Patterson—Cameron Iron Works, Inc., H. M. Barr, Official. Warehouse, office building. Const. est. to be completed August, 1957. (B)

MARYLAND

Baltimore—Carling Brewing Co., brewery. \$ Multi-million.

GEORGIA REPORTERS



FRANK SHAW, left, Assistant General Manager of the Atlanta Chamber of Commerce.

GUERRY STRIBLING, right, Industrial Manager of the Georgia State Chamber of Commerce.



MISSISSIPPI

Jackson—Jackson Tool and Die Co., Bob Zischke, Owner. Tool and die shop. In operation.

NORTH CAROLINA

Boone—Shadowline, Inc., ladies' lingerie. (C)
Dallas—Sprite Mfg. Co., T-shirts. (C)
Durham—Croskill Curtain Co., curtains, draperies. (D)
High Shoals—Geographical Publishing Co., book printing and binding. (C)
New Bern—Nello L. Teer Co., shell mining operation. (C)
Princeton—Nello L. Teer Co., granite operation. (B)
Salisbury—Loeblin Corp. of Salisbury, fine upholstered furniture. (C)

OKLAHOMA

Broken Arrow—Holden-Ryel Trailer Works, horse and boat trailers.
Enid—Champlin Oil and Refining Co., hydrofluoric acid alkylation unit. Home office: Ft. Worth. Oper. est. to begin March, 1958. \$1.9 million.
McAlester—Miss Diane Mfg. Co., toy furniture.

TENNESSEE

Chattanooga—Dixie-Narco, Inc. Coca-Cola bottlers' equipment. Jointly owned by Navarre Corp. of Chattanooga and Dixie Products of Cleveland, Tenn. \$1 million.
Lexington—Brown Shoe Co., Natchez Dr., men's and boys' welt shoes. Home office: St. Louis. Const. est. to begin fall, 1957. \$500,000. (D)
Memphis—H. B. Fuller Co., adhesives. Oper. began May, 1957.
Memphis—Publication Corp. of New York, Whitehaven area, printing plant. \$2 million. (B)
Murfreesboro—Wooten Bros., feed mixing plant. Oper. began May, 1957.
Nashville—Cherokee Asphalt Paving Co., driveway paving. Home office: Knoxville.
Nashville—Justin Potter Brick Co., T. L. Herbert, Jr., Owner. Bricks. Oper. began May, 1957. \$850,000. (B)
Rockwood—Roane Electric Furnace, Tennessee Products & Chemical Corp. Carl McFarlin, Sr., Pres., ferroalloys plant. Subs. of Merritt-Chapman & Scott Corp., New York. Oper. began May, 1957.
Sweetwater—L. A. Wood Ready-Mix Concrete, L. A. Wood, Pres. Mixed concrete, concrete tile. Oper. began May, 1957.

TEXAS

Houston—Cameron Iron Works, 1102 Slides Rd. guided missile plant. Under construction. \$500,000.
Houston—A. C. Horn Co. of Texas, 2120 Polk & 815 Dowling Sts., H. F. Niemeyer, Exec. Vice Pres. Paint. Oper. began June, 1957. \$500,000.
Houston—Mission Mfg. Co., Clay Rd., W. B. Sharp, Pres. Oil field equip. Oper. est. to begin March, 1958. \$2.25 million.
Houston—Puritan Chemical Co., 816 Live Oak St., Red V. Fisher, Vice Pres. Sales office, warehouse. Home office: Atlanta. In operation.
Houston—Western Electric Co., 601 Lockwood, A. D. Johnson, Mgr. Mfg. and supply div. of Bell Telephone. Under construction.
Pasadena—Olin Mathieson Chemical Corp., sodium silicofluoride. In operation. \$750,000.
Sugarland—Johnston Testers, Inc., Div. of Schlumberger Well Surveying Corp., T. M. Johnston, Vice Pres. Oil well testing. \$400,000. (C)

VIRGINIA

Elliston—Hill Bros. Veneer Co., veneer. Oper. est. to begin late, 1957. (B)
Elon—Elon Mfg. Co., Inc., women's and children's sportswear. Oper. began July, 1957. (B)
Roanoke—Virginia Prestressed Concrete Corp., concrete structural beams and shapes. Oper. began June, 1957. \$250,000.

WEST VIRGINIA

Belington—Central West Coal Co., charcoal. Oper. began July, 1957. \$125,000.
Clarksburg—Equipment Engineering Development Co., Inc., Chester T. Railing, Pres. Coal loading equipment. (B)



Southwide bulletin board

A Special Section of MANUFACTURERS RECORD
Serving Business Executives Interested In

- Business Opportunities
- Management Personnel
- Professional Services
- Executive Aircraft
- Real Estate
- Miscellaneous Offers

Coverage: more than 7000 major manufacturers, 700 public utilities, 750 engineers and contractors, 450 financial institutions, 350 government officials, 450 educational and research institutions, and 450 commercial organizations.

CLASSIFIED ADVERTISEMENTS

1 time—\$3.00 per line
6 or more times—\$2.00 per line

CLASSIFIED DISPLAYED

1 time—\$15.40 per column inch
6 or more times—
\$12.50 per column inch

PROFESSIONAL CARD

1 time—\$12.00 per unit
6 or more times—\$9.00 per unit
(each unit 1 3/8 x 3/4 inches)

Bulletin Board

TO: Manufacturers Record, Conway Building,
North Atlanta 19, Ga.

INSERT THE FOLLOWING, TO BEGIN IN YOUR NEXT ISSUE:

() Professional Card () Classified Ad
() Copy Attached () Copy to Come

RUN THIS () One time only () 12 issues or 'til forbid.
METHOD OF PAYMENT () Check enclosed () Bill firm

SUBMITTED BY

FIRM

ADDRESS

BUSINESS OPPORTUNITIES

SALE OR LEASE

A full-fashioned hosiery mill desires to sell, lease or convert to a desirable and profitable manufacturing venture on a joint operation. For information communicate with Macon Hosiery Mills, Inc., P. O. Box 890, Macon, Georgia.

FLORIDA OPPORTUNITY

Very profitable incorporated Ceramic Tile distributorship in Florida. Reason for sale: health. Overhead low, favorable lease, well established business, annual sales in excess of \$500,000 with net profit before officers' salaries and taxes of \$100,000. Price \$300,000. For more detailed information write: Box MR 70-101.

OFFICE BUILDING—KNOXVILLE, TENNESSEE

Ideal for Research Laboratory or District Office

Beautiful new modern, air-conditioned brick 16,000 square foot office building in Knoxville, Tenn. Plenty of parking. If you are planning research facilities or offices of any type, this is a perfect set-up. Only 1½ miles from center of town, two minutes from best residential area. Near lakes, mountains, and country clubs. Knoxville is a wonderful city in which to live. Very reasonable rent. Write or phone:

GLAZER STEEL CORPORATION

P. O. BOX 1390, Knoxville, Tenn. Dept. 101 Telephone 4-8601

FREIGHT BILLS AUDITED OR REAUDITED

50% commission on actual recoveries; no other charges. Serving Southeastern business and industry since 1923. Write INTERSTATE TRAFFIC, 31 Lucerne, Asheville, N. C. or Marshall, N. C.

FLORIDA ACREAGE AVAILABLE

Over 4,000 acres on major U.S. Highway. Very promising for residential or industrial development. MR Box 70-201.

BUY - SELL - TRADE WITH MR CLASSIFIED

WE WANT INDUSTRY!

This small Southern community in the heart of an agricultural area desperately needs a manufacturing plant to provide jobs for people leaving farms and young people just getting out of school.

For a reliable company we will put up plant to your specifications and provide rent-free for a reasonable period. You won't have any labor problems if you locate with us. MR Box 70-105.

EASTERN GEORGIA INDUSTRIAL PROPERTY

For sale or lease: brick and concrete block building with large drive and parking area. Would be suitable for trucking or wholesale. Air conditioned offices with modern rest rooms. Contact MR Box 70-202 for further information and details.

INSURANCE INVESTMENT

Client desires to invest in small insurance firm offering specialized line to industrial plants in South. Experienced in sales promotion, wide contact with potential customers. Write MR Box 70-123.

Executives Personnel Managers Plant Superintendents

Use this new medium to bridge the gap of executive communication in the South:

Executive Positions
Capital goods or inventories
To seek capital or invest
Business to sell or buy
Executive and company aircraft
Business Property for Sale or Lease
Office Space for rent or lease

Southwide Bulletin Board

MANUFACTURERS RECORD

North Atlanta 19, Georgia
Cedar 3-4015

POSITIONS AVAILABLE

ADVERTISING REPRESENTATIVE

Representation for Southeast and Southwest for MANUFACTURERS RECORD and INDUSTRIAL DEVELOPMENT. Houston or Dallas office desired to sell advertising space for these two publications in the fastest-growing market area in the country. High potential for aggressive salesmen — must know the advertising field. Send resume giving full particulars to:

GUY H. TUCKER, MR-5
Conway Publications
North Atlanta 19, Georgia

HELP WANTED

Comptroller 28-35 (CPA) Atlanta Owned Company. Atlanta headquarters. Must have experience in corporate finance, budget control, taxes, insurance, etc. Old established firm rapidly expanding throughout Southeast. To start—approximately \$7,500. BOX 70-109 AGENCY.

CAREERS

Specialist in
Management, Sales, Executives
contact

MRS. ANN MILLS
1389 Peachtree
Atlanta, Georgia

INVENTORY CONTROL SPECIALIST

Experienced, capable — set up system. Headquarters, Atlanta. Salary commensurate with experience and ability, up to \$10,000. Prefer college man, age 28 to 38. Send resume and small photo to MR 70-116 AGENCY.

COST ACCOUNTANT

Textile experience necessary. Want some one that can set up cost system in new plant. Unusual opportunity. Contact MR 70-163 giving full resume.

SITUATIONS WANTED

PUBLIC RELATIONS DIRECTOR

Presently employed sales promotion and public relations director in late thirties desires to re-locate to more challenging position. Heavy experience in trade publications, newspapers, etc. Will travel. Complete resume by contacting MR Box 70-204.

PERSONNEL RECRUITER

Young, personable, with two degrees from major university desires position in industry as college contact for recruiting. Contact MR 70-205.

CHIEF METALLURGIST, LABORATORY MANAGER

Age 49, married. B.S. Chem. Engrg. Will relocate. 22 years with large independent automobile mfgs. Reported directly to V. P. Mfg. Directed all metallurgical research and development for all divisions: Automotive, marine, diesel engines, and aircraft gas turbines. Present salary \$20,000. AGENCY Contact Box 70-137.

Controller

Seven years assistant controller for large textile manufacturer with 15 branches. Responsible for cost accounting functions, preparation of budgets, analyses, projections and investigations for top management in establishing sales, manufacturing and expansion policies. Also 13 years experience as chief cost accountant for another textile company. Member NACA. In forties, married with family. College graduate. Desired salary \$14,000. Contact Box MR 70-128. AGENCY.

SALES MANAGER

Presently employed as regional manager in charge of sales, engineering and maintenance with industrial equipment mfg. Top management contacts in many industries. For further information or interview contact MR Box 70-203 AGENCY.

FOR SALE

GET CASH NOW

for your new surplus
motors, controls and
transformers!

NEW MOTORS AVAILABLE:

Over 5,000 new motors in
stock from 1/4 HP to 200 HP.
Special low prices.

Write, wire or phone collect!

AJAX ELECTRIC MOTOR CORP.

P.O. Box 262, Rochester, N.Y.
Long Distance Phone LD. 132



IMPORTANT

When replying to classified
advertisements with no ad-
dress given, write MR Box
....., Conway Publica-
tions, North Atlanta, 19,
Georgia.

WANTED TO BUY:

Four-Place Airplane

Private owner wants clean four-
place, single engine airplane.
Prefer all-metal Cessna 170 with
OMNI. Send details, time since
engine major to MR Box 70-206.

EXECUTIVE TWIN ENGINE AIRPLANE

Apache, twin engine, 270 hours total time, Auxiliary gas tank,
oxygen equipped, and all instruments with two radios. New
paint job. One owner company plane with all bulletins up to
date. Price \$23,500. For additional information contact MR
Box 70-122.



CUSTOM BUILT ELECTRICAL INDUSTRIAL CONTROL EQUIPMENT

CONRAD THE CONTROL

DIXIE CONTROLLER, Inc.

P.O. BOX 5844
BIRMINGHAM, ALA. DEPT. 10G



MOTORS • GENERATORS
TRANSFORMERS
NEW • REBUILT
WORLD'S LARGEST
INVENTORY

ELECTRIC EQUIPMENT CO.
Phone Station Collect GL 3-8783
P. O. Box 51, Rochester, New York

FOOD PROCESSING PLANT

For Sale or Lease

36,650 sq. ft. upstate New
York. Glazed tile walls,
steam, refrigeration. Suitable
for any food processing. For
complete details contact: Box
MR 70-103.

WANTED

Good used steel elevated water tanks
—Sell us your elevated tank if no
longer needed. We buy—move—sell
—erect new—used steel elevated tanks
and provide paint or repair mainte-
nance for these structures. Contact
MR Box 70-107.

Bargain Executive Aircraft

1955 Cessna, 310 Twin.
315 total hours, 40 since
completely major over-
hauled, relicensed, Janu-
ary. Repainted 1956. Un-
damaged, beautiful. Com-
plete auto-pilot and radio
cost \$17,000. Aircraft
complete cost \$74,000.
Firm delivered price \$42,-
900. Write MR Box 70-
121 for particulars.

(Mail to MANUFACTURERS RECORD, Conway Bldg., North Atlanta 19, Ga.)

Yes! enter my subscription immediately..

() For two years \$5 () For one year \$3

PAYMENT: () Enclosed () Bill firm

FIRM

NAME TITLE

STREET

CITYZONE..... STATE.....

PROFESSIONAL SERVICES

"When you need medical aid, call a doctor; when you need legal advice, obtain a lawyer; and when you need technical assistance in your business, call on a qualified professional consultant."

ROBERT AND COMPANY ASSOCIATES

Engineering Division

ATLANTA

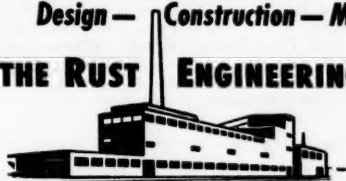
DESIGN • MODERNIZATION STUDIES • APPRAISALS
MACHINERY LAYOUTS • AIR CONDITIONING
POWER PLANTS

VIRGINIA ENGINEERING COMPANY, INC.

GENERAL CONTRACTORS
NEWPORT NEWS, VIRGINIA

BUILDING • HEAVY • HIGHWAY • UTILITIES

Design — Construction — Modernization THE RUST ENGINEERING CO.



RUST BLDG.
BIRMINGHAM, ALA.



PITTSBURGH • NEW YORK • WASHINGTON

Ford, Bacon & Davis Engineers

CONSTRUCTION MANAGEMENT NEW YORK APPRAISALS
REPORTS

CHICAGO : LOS ANGELES

J. R. PREVETTE AND ASSOCIATES

Commercial Negotiators

"Specialists in Negotiating Business Deals"

All Negotiations Confidential. Private
Surveys, Analyses and Investigations
conducted.

823 Professional Building
Charlotte 2, N. C.

FROEHLING & ROBERTSON, INC.

Inspection Engineers and Chemists



SINCE 1881

PALMER & BAKER ENGINEERS, INC.

CONSULTING ENGINEERS — ARCHITECTS

Surveys—Reports—Design—Supervision—Consultation
Transportation and Traffic Problems
Tunnels—Bridges—Highways—Airports
Industrial Buildings
Waterfront and Harbor Structures
Graving and Floating Dry Docks
Complete Soils, Materials and Chemical Laboratories

MOBILE, ALA. NEW ORLEANS, LA. WASHINGTON, D. C.

Frederic R. Harris, Inc. CONSULTING ENGINEERS

Economic Surveys and Reports
Engineering Investigations and Reports
Design and Supervision of Construction

Port and Harbor Facilities
Highways, Expressways and Bridges
Power and Industrial Plants
Airport Facilities

27 William St. 1915 Tulane Avenue
New York 5, N. Y. New Orleans, La.

Parsons, Brinckerhoff, Hall & Macdonald

Engineers

Bridges, Highways, Tunnels, Airports
Subways, Harbor Works, Dams, Canals
Traffic, Parking and Transportation
Reports, Power, Industrial Buildings
Housing, Sewerage and Water Supply

81 Broadway New York 6, N. Y.

DE LEUW, CATHER & COMPANY

Consulting Engineers

TRANSPORTATION, PUBLIC TRANSIT AND TRAFFIC PROBLEMS

Industrial Plants Railroads
Subways Power Plants
Grade Separations
Expressways
Tunnels
Municipal Works

150 N. WACKER DRIVE, CHICAGO 6, ILL.
79 McALLISTER STREET, SAN FRANCISCO, CAL.

SANDERSON & PORTER ENGINEERS

DESIGN
CONSTRUCTION



LOCKWOOD GREENE ENGINEERS, INC.

ARCHITECTS • ENGINEERS

INDUSTRIAL • COMMERCIAL • INSTITUTIONAL

New York • SPARTANBURG, S. C. • Boston
Montgomery Building

Gustave M. Goldsmith

Consulting Engineer

General Structures

Plant Layout

Design—Investigation—Quantity Survey

1734 Bella Vista

CINCINNATI 37, OHIO

Hunting, Larsen & Dannels

Engineers

Industrial Plants—Warehouses
Commercial Buildings—Steel and
Reinforced Concrete—Design and
Supervision—Reports

1150 Century Bldg., Pittsburgh 22, Pa.

ADVERTISERS IN THIS ISSUE

—A—		—I—	
Ajax Electric Motor Co.	62	Industrial Sound Films, Inc.	6, 7
Agency—Hanford & Greenfield, Inc.		Direct	
Allied Chemical & Dye Corp., Semet-Solvay Petrochemical Division	19	Irving Subway Grating Co., Inc.	11
Agency—Atherton & Currier, Inc.		Agency—Richmond Advertising Service	
American Creosote Works, Inc.	16	—K—	
Direct		Kinnear Mfg. Co.	8
American Telephone & Telegraph Co.	4	Agency—Wheeler, Kight & Gainey	
Agency—N. W. Ayer & Son, Inc.		—L—	
Arabol Mfg. Co.	23	Lockwood Greene Engineers, Inc.	63
Agency—R. T. O'Connell Co.		Direct	
Atlantic Steel Co.	1	—M—	
Agency—Lowe & Stevens		R. C. Mahon Co.	4th Cover
—B—		Agency—Anderson, Inc.	
Birmingham Tank Co.	11	Metalplate Co.	15
Agency—Robert Luckie & Co.		Direct	
Buffalo Tank Corp.	15	—N—	
Agency—George Homer Martin Assoc.		Nashville Bridge Co.	26
—C—		Direct	
Central Scientific Co.	10	—P—	
Agency—Marsteller, Rickard, Gebhardt & Reed		Palmer & Baker Engineers, Inc.	63
Connors Steel Division, H. K. Porter Co., Inc.	25	Direct	
Agency—Robert Luckie & Co., Inc.		Parsons, Brinckerhoff, Hall & Macdonald	63
—D—		Direct	
DeLeuw, Cather & Co.	63	Phillips & Buttorff Corp.	29
Direct		Agency—Doyle Advertising Agency, Inc.	
Diamond Mfg. Co.	28	J. R. Prevette & Associates	63
Agency—Frederick B. Garrahan		Direct	
—E—		—R—	
Electric Equipment Co.	62	Robert & Company Associates	63
Agency—Storm Advertising, Inc.		Agency—Liller, Neal & Battle	
—F—		Rust Engineering Co.	63
Florida Drum Co., Inc.	24	Direct	
Agency—Newman, Lynde & Associates		—S—	
Ford, Bacon & Davis	63	Sanderson & Porter	63
Agency—Victor A. Smith, Advertising		Agency—Calkins & Holden	
Froehling & Robertson, Inc.	63	Sand Springs Home Industrial Dept.	16
Direct		Agency—Gibbons Adv. Agency, Inc.	
—G—		Southern Lightweight Aggregate Co.	30
General Adhesives Co.	22	Agency—Cabell Eanes, Inc.	
Direct		Southern States Iron Roofing	2nd Cover, 20, 21
Georgia Dept. of Commerce	48	Agency—George & Glover, Advertising	
Agency—Eastburn & Siegel		—U—	
Georgia Ports Authority	34	U. S. Pipe & Foundry Co.	2, 3
Agency—Eastburn & Siegel		Agency—H. B. Humphrey, Alley & Richards	
Georgia Power Co.	47	—V—	
Direct		Hyman Viener & Sons	15
Gustave M. Goldsmith	63	Agency—Long & Smith, Inc.	
Direct		Virginia Engineering Co., Inc.	63
—H—		Direct	
Frederic R. Harris, Inc.	63	—W—	
Direct		West Engineering Co., Inc.	29
Hunting, Larsen & Dunnells	63	Agency—Advertising Associates, Inc.	
Direct			



**Colonel
M. R.
Says**

SMART ANSWER

In Atlanta, reporters were quizzing State Department Press Officer Lincoln White unmercifully about every aspect of our foreign policy. But White, who has served under five Secretaries of State, parried every query with diplomatic finesse. His masterpiece came on this poser: "Having worked with both men, how would you compare Dean Acheson and John Foster Dulles?" White's reply—which stopped the session—was "Well, Acheson was a tall, slender man, while Dulles is short and stocky."

SOME PUN

The Jackson, Mississippi, Clarion-Ledger carries a column devoted to information about gardening. It's called, aptly, "Weeders Digest."

MINOR TROUBLES

Up at Bluefield, West Virginia, a serious young suitor was told by his girl friend's father that the girl could not marry without permission.

"Why not?" the worried swain inquired. "Because," the father explained, "she's a minor."

"Good grief!" the boy exclaimed. "You mean I gotta ask John L. Lewis?"

GOOD TRIM

Men, like lampwicks, must be trimmed a few times before getting the right flame.

MORE CARS

One Texan was visiting another when the first noticed that there was a glittering new Rolls Royce in the garage, making the fifth in a row of equally fine cars.

"Don't tell me," the visitor said, "that you've bought another one of those."

"Well," the host hedged, "I just about had to. I ducked into the showroom the other day to make a telephone call, and you know I really hated to leave without buying something."

DAFFYNITIONS

These "daffynitions" were picked up in Augusta:

Grudge—Place where you park your car.

Ship—A wool-bearing animal.

Metaphor—Part of a sentence like, "I metaphor lunch."

Ghost—Land by the ocean.

Chip—Doesn't cost much.

Think—What you'll do if you don't thwim.

★ THE SOUTH'S HONOR ROLL ★

HERE ARE THE FAR-SIGHTED FIRMS AND INSTITUTIONS WHICH HAVE JOINED FORCES TO SUPPORT THE SASI PROGRAM FOR THE BENEFIT OF ALL THE CITIZENS OF THE REGION

INSTITUTIONAL MEMBERS

Ala. Dept. of Agri. & Ind., Montgomery
Anniston Chamber of Commerce, Anniston, Alabama
Auburn Research Foundation
Bureau of Business Research, University of Texas, Austin
Carroll County Industrial Dept., Huntingdon, Tenn.
Duke University
Emory University
Fla. Development Commission, Tallahassee
Georgia Inst. of Technology
Howard College
Ky. Agri. & Ind. Dev. Bd., Frankfort
Kentucky Research Foundation
SAMUEL KRESS FOUNDATION
La. Dept. of Commerce & Industry
Medical College of Virginia
Mississippi State College
Miss. State Game & Fish Comm., Jackson
N. C. Dept. of Cons. & Development
N. Miss. Industrial Devel. Assn.
Oak Ridge Inst. of Nuclear Studies
Oklahoma A. & M. College
Oklahoma City Chamber of Commerce
Geo. Peabody College
Ga. Institute of Technology
EDGAR STERN FAMILY FUND, New Orleans
Tulane University
University of Alabama
University of Florida
University of Miami
University of Mississippi
University of North Carolina, Chapel Hill
University of Oklahoma
University of Tampa
Va. Div. of Planning & Economic Devel.
Va. Polytechnic Inst., Blacksburg
Windsor Properties, Dallas, Texas

INDUSTRIAL MEMBERS

ALABAMA POWER CO., Birmingham
Alamo Plaza Hotel Courts, Dallas
Albany Oxygen Co., Albany, Ga.
IVAN ALLEN CO., Atlanta
ALLIED CHEMICAL & DYE CORP., New York
A. S. Aloe Co., St. Louis
AMERICAN CAST IRON PIPE CO., Birmingham
American Conditioning House, Boston, Mass.
American Enka Corp., Enka, N. C.
AMERICAN NATL. BANK, Mobile
AMERICAN TOBACCO CO., Richmond
American Trust Co., Charlotte, N. C.
Arthur Anderson & Co., Atlanta
H. Reeve Angel & Co., New York
The Anniston Star, Anniston, Ala.
Appalachian Electric Power Co., Roanoke
Asheville Citizens-Times Co., Asheville, N. C.
Atlantic Greyhound Corp., Charleston, West Virginia
Atlantic Research Corp., Alexandria, Va.
John M. Arent & Associates, Inc., Atlanta
Babcock & Wilcox Co., Atlanta, Ga.
The Bank of Georgia, Atlanta
A. M. Barlow, Realtor, Wildwood, Fla.
Barnes, Askew, Mills & Co., Atlanta
Biscayne Chemical Laboratories, Inc., Miami
Cabot Carbon Company, Gainesville, Fla.
Cameron & Barkley Co., Charleston
Carbide & Carbon Chemical Corp., N. Y.
Cardinal Products, Inc., Durham
Carolina Ford Tractor Co., Charlotte
Carolina Power & Light Co., Raleigh
Celanese Corp. of America, Bishop, Texas
Central of Georgia Railway Co., Atlanta
CENTRAL LOUISIANA ELECTRIC CO., INC., Lafayette, La.
The Chattanooga Times, Chattanooga
The Chemstrand Corp., Decatur, Ala.
THE CITIZENS & SOUTHERN NATIONAL BANK, Atlanta
CITIZENS & SOUTHERN NATIONAL BANK, Columbia
THE COCA-COLA COMPANY, Atlanta
Columbia-Southern Chemical Corp., Lake Charles, La.
Combustion Engineering-Superheater, Inc., Chattanooga
Commercial National Bank, Daytona Beach
Continental Productions Corp., Chattanooga

* Italic face type indicates sustaining members.

CONTINENTAL TURPENTINE & ROSIN CORP.

Laurel, Miss.
Corning Glass Works, Harrodsburg, Ky.
W. H. Curtin Co., New Orleans
Davison Chemical Corp., Baltimore
DeBardeleben Coal Corp., Birmingham
DELTA AIR LINES, INC., Atlanta
Dinkler-Tutwiler Hotel, Birmingham
Dow Chemical Company, Atlanta
Dow Chemical Co., Texas Div., Freeport
E. I. DUPONT DE NEMOURS & CO., INC., Wilmington
Elmco Corp., Birmingham, Ala.
Employers Insurance Co. of Alabama, Birmingham
Ernst & Ernst, Atlanta
ETHYL CORPORATION, Baton Rouge
Evening Post Publishing Co., Charleston
Experiment, Inc., Richmond
Fernwood Industries, Fernwood, Miss.
First Research Corp. of Florida, Miami
FIRST NATIONAL BANK, Atlanta
FIRST NAT'L BANK OF BIRMINGHAM
FIRST NATIONAL BANK, Leesburg, Fla.
Fisher Scientific Co., Silver Spring, Md.
Florida Power Corporation, St. Petersburg
Florida Power and Light Company, Miami
Florida Realty Letter, Miami
Fla. State Chamber of Commerce, Jacksonville
The Florida Times-Union, Jacksonville
Floridin Co., Tallahassee, Fla.
L. B. Foster Co., Atlanta
FULBRIGHT LABORATORIES, INC., Charlotte
FULTON NATIONAL BANK OF ATLANTA
General Motors Corp., Doraville, Ga.
General Adhesives Co., Nashville, Tenn.
GEORGIA POWER COMPANY, Atlanta
GRIFFIN GROCERY CO., Muskogee, Okla.
Gulf, Mobile & Ohio R. R. Co., Mobile
Gulf Oil Co., Atlanta
Gulfport Fertilizer Co., Gulfport, Miss.
GULF POWER COMPANY, Pensacola
HARSHAW CHEMICAL CO., Cleveland
Hercules Powder Co., Inc., Wilmington
Hudson's Dept. Store, Anniston
Ideal Fishing Float Co., Inc., Richmond
Ingalls Shipbuilding Corp., Pascagoula, Miss.
JEFFERSON ISLAND SALT CO., Louisville, Ky.
KERR-McGEE OIL INDUSTRIES, INC., Oklahoma City
Kewanee Mfg. Co., Adrian, Mich.
KIMBLE GLASS CO., SUBSIDIARY OF OWENS-ILLINOIS GLASS CO., Toledo
Kinston Free Press Co., Inc., Kinston, N. C.
Koppers Co., Port Arthur, Texas
Kraft Equip. Co., Savannah
Labline, Inc., Chicago
LAUREL OIL AND FERTILIZER CO., Laurel, Miss.
Law & Co., Atlanta
Lawyers Title Insurance Co., Richmond
LEWIS TERMINALS, Riviera Beach, Florida
Liggett & Myers Tobacco Co., Durham, N. C.
Liller, Neal, and Battle, Atlanta
Lion Oil Company, El Dorado
Louisiana Power & Light Co., New Orleans
Louisville and Nashville Railroad Co., Louisville
Arthur H. Lynch & Assoc., Ft. Myers, Fla.
Masonite Corp., Laurel, Miss.
MEMPHIS PUBLISHING CO., Memphis
Merchants National Bank, Mobile
Metal-Katcher Co., Louisville
Miller and Rhoades, Inc., Richmond
Minis & Co., Savannah
Mississippi Chemical Corp., Yazoo City
MISSISSIPPI POWER CO., Gulfport
MISSISSIPPI POWER & LIGHT CO., Jackson
MISS. VALLEY GAS CO., Jackson
Monsanto Chemical Co., Anniston
Monsanto Chemical Co., Texas City, Tex.
Nashville, Chatt. & St. R. R. Co., Nashville
National Brands, Gulfport, Miss.
Nat'l Fruit Produce Co., Winchester, Va.
Ness Sanitary Wiper Co., Asheville, N. C.

NEW ORLEANS PUBLIC SERVICE, INC.

New Orleans
Newport Industries, Inc., Pensacola, Fla.
Newport News Shipbuilding & Drydock Co., Newport News, Va.
The News & Courier Co., Charleston
Norfolk and Western Railway Co., Roanoke, Virginia
Oklahoma Gas & Electric Co., Okla. City
PENCO CORP., Baltimore
Philip Morris Co., Ltd., Richmond, Va.
PHIPPS & BIRD, INC., Richmond
PLANTATION PIPE LINE CO., Atlanta
Powhatan Mining Co., Baltimore, Md.
Wm. P. Poythress & Co., Richmond
The Progressive Farmer, Raleigh
Quality Control Prod., Inc., Durham, N. C.
RALSTON PURINA COMPANY, St. Louis
Reynolds Metals Co., Arkadelphia, Ark.
Richards & Assoc., Inc., Carrollton, Ga.
Rittenbaum Bros., Atlanta
Riverside Oil Mills, Marks, Miss.
A. H. Robins Co., Richmond
RUST ENGINEERING CO., Birmingham
SAVANNAH SUGAR REFINING CORP., Savannah
Seaboard Air Line R. R. Co., Norfolk
SEARS ROEBUCK & CO., Atlanta
Shell Chemical Corp., Atlanta
Shenandoah Life Ins. Co., Roanoke
Smith-Douglas Co., Inc., Norfolk
Snively Groves, Inc., Winterhaven, Fla.
SONOCO PRODUCTS CO., Hartsville, S. C.
SOUTH CAROLINA ELECTRIC & GAS CO., Columbia
South Carolina Natl. Bank, Columbia
South Fla. Test Service, Miami
Southdown Sugars, Inc., Houma, La.
Southeastern Clay Co., Aiken, S. C.
SOUTHERN BELL TEL. & TEL. CO., INC., Atlanta
Southern Natural Gas Co., Birmingham
SOUTHERN STATES EQUIPMENT CORP., Hampton, Ga.
Southland Co., Yazoo City, Miss.
Southland Paper Mills, Inc., Lufkin, Texas
John F. Spear & Associates, Atlanta
STATE PLANTERS BANK & TRUST CO., Richmond, Va.
Tampa Electric Co., Tampa
Taylor & Caldwell, Inc., Walkerton, Va.
TELLEPSEN CONSTRUCTION CO., Houston
TENNESSEE COAL & IRON, Fairfield, Ala.
Tennessee Corp., College Park
Tennessee Corp., New York
Tenn. Products & Chemical Corp., Nashville
Texas Foamed Plastic Corp., Gonzales, Tex.
Texas Gulf Sulphur Co., New Gulf, Texas
The Thomas Ala. Kaolin Co., Baltimore
Times-World Corp., Roanoke
TRUST COMPANY OF GEORGIA, Atlanta
Union Bag & Paper Corp., Savannah
UNION PLANTERS NATIONAL BANK, Memphis
UNION TRUST CO. OF MARYLAND, Baltimore
United Gas Pipe Line Co., Shreveport
Utilities Construction Co., Charleston, S. C.
Virginia-Carolina Chemical Co., Richmond
VIRGINIA ELECTRIC & POWER CO., Richmond
West Point Mfg. Co., Shawmut, Ala.
West Va. Pulp & Paper Co., Charleston
WESTERN ELECTRIC COMPANY, Winston-Salem, N. C.
WHITNEY NATIONAL BANK OF NEW ORLEANS
Will Corp. of Georgia, Atlanta
Wilson Paper Box Co., Richmond
WINDSOR PROPERTIES, INC., Dallas
Wise Motor Co., Hazlehurst, Miss.
WOLVERINE TUBE, Decatur, Ala.
Zep Manufacturing Company, Atlanta, Ga.

AFFILIATED ORGANIZATIONS

Alabama Academy of Science
Arkansas Academy of Science
Florida Academy of Science
Georgia Academy of Science
Mississippi Academy of Science
N. C. Academy of Science
Oklahoma Academy of Science
Tennessee Academy of Science
Virginia Academy of Science

NOTE: Any firm doing business in the South is eligible for membership in the Southern Assn. of Science and Industry. For detailed information and membership application blank contact SASI Headquarters, Convooy Bldg., North Atlanta 19, Ga.

Rolling Steel Doors

Manually, Mechanically or Electrically Operated

The selection of the right type of door for an opening is an important decision. This is particularly true in loading dock openings, truck openings and railroad openings where the time element and operating space requirements are primary considerations. This is where the rolling steel door comes into its own . . . because, a quick-opening, quick-closing, power operated rolling steel door saves both time and space. The vertical roll-up action is fast, requires no usable space either inside or outside the opening, and there are no overhead tracks or other obstructions to restrict headroom and interfere with handling or goods stacking adjacent to the opening. No other type of door can give you this compactness in operation. And no other type of door can give you the positive security, firesafety and permanence of a good rolling steel door . . . all-metal construction reduces maintenance to a negligible factor, and assures you a life-time of continuous trouble-free service. When you buy a rolling steel door, it will pay you to check specifications carefully . . . you'll find that Mahon doors are built better to give you better service over a longer period of time—for instance, the galvanized steel in Mahon curtain slats is BONDERIZED and DIP-COATED with Synthetic Enamel which is baked on at 350° F. prior to roll-forming. This is just one of the extra-value features of Mahon Rolling Steel Doors . . . comparison will disclose many others that add up to a much better investment. See Sweet's Files for information, or write for Catalogue G-57.

THE R. C. MAHON COMPANY • Detroit 34, Michigan

Sales-Engineering Offices in Detroit, New York and Chicago • Representatives in Principal Cities

Manufacturers of Rolling Steel Doors, Grilles, and Automatic Underwriters' Labeled Rolling Steel Fire Doors and Fire Shutters; Underwriters' Rated Fire Walls; Insulated Metal Curtain Walls; Electrified M-Floors; Acoustical and Troffer Forms; and Steel Roof Decks and Long Span M-Decks.



Above are Two of Three Mahon Power Operated Rolling Steel Doors installed in double truck openings in a new plant for Nicolay-Dancey, Inc., Detroit, Michigan. In this installation, Doors are mounted outside while Power Operators are mounted inside with Mahon Thru-the-Wall Drive. Harold D. Ilgenfritz, Architect. F. H. Martin Company, General Contractors.

MAHON